

## **Hindware Smart Appliances strengthens offline market presence, achieved milestone of 170 Exclusive Kitchen Galleries in India**

- *Launched 15 new exclusive kitchen galleries in the current festive month, including 3 new stores in Hyderabad today*
- *Targets to launch 30 additional kitchen galleries by the end of FY23*

**New Delhi, 20 October 2022:** In line with the company's retail expansion commitment to meet growing consumer demand, Hindware Smart Appliances recently launched 15 kitchen galleries in cities such as Lucknow, Ludhiana, Ghaziabad, Alwar, Kolkata, Mumbai, Bhopal, Gwalior, Nashik, Mangaluru among others, taking the total number of kitchen galleries in India to 170+.

The Kitchen Galleries are located across strategic locations to address the demand from the respective cities and house all innovative and latest products by Hindware Smart Appliances including its diverse range of IoT-enabled appliances. The portfolio available at the store include chimneys, hobs, cooktops, built-in oven, built-in microwave, dishwasher, kitchen sinks, water purifiers, food sanitizers and IoT appliances like water purifiers, water heaters and kitchen chimneys among others.

Speaking about this milestone achievement, **Mr. Rakesh Kaul CEO & Whole Time Director, Hindware Home Innovation Limited**, said, *"We have seen strong traction for our products across the country and are thrilled to open our 170th store. We want our customers to spend time at our store and we want to engage with them whilst offering them an experience."*

**He further added,** *"Our relentless innovation has ensured we remain ahead of the curve and has helped us maintain the No. 2 position in the kitchen chimneys category. Further, we plan to ramp up our store presence across key markets over the coming months and will be adding additional 30 stores in cities such as Gurugram, Mumbai, Kolkata, etc. This will not only help us expand the offline reach but will also increase the accessibility and availability of Hindware Smart Appliances across the country."*

Along with these exclusive stores, the company has a strong distribution network with over 1300 distributors and 13000 retailers across India and a strong presence on leading e-commerce platforms.

### **About Hindware Home Innovation Limited**

Hindware Home Innovation Limited (listed on NSE and BSE as HINDWAREAP), home to the iconic Brand Hindware, is one the fastest growing player in the Indian Consumer Appliances and a leader in the Building Products segment. With its furniture and home décor retail arm Evok, the company is paving the way to be a one-stop shop for all home solutions.

The company offers products under the brand name Hindware Smart Appliances that includes a range of chimneys, built-in hobs, cooktops, dishwashers, built-in microwave and ovens, sinks, fans, air coolers, water purifiers, water heaters, and room heaters.

In a joint venture with Groupe Atlantic of France, under Hintastica Private Limited (HPL), the company will manufacture water heating solutions to further tap the opportunities in fast growing water heater segment and electrical heating segment in India and the SAARC region. Hindware Home Innovation Limited also has a strategic marketing tie-up with the Italian company, Formenti & Giovenzana in the kitchen and furniture fittings segment.

**For further information on the Company, please visit <https://www.hindwarehomes.com/>**

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