

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 the launch of three new stores in Hyderabad today*
- *Targets to launch 30 additional kitchen galleries by the end of FY23*

Hyderabad, 20 October 2022: In line with the company's retail expansion commitment to meet growing consumer demand, Hindware Smart Appliances recently launched three new kitchen galleries in Hyderabad, taking the total number of kitchen galleries in India to 170+. These kitchen galleries are the company's exclusive offline retail stores showcasing the entire kitchen appliances and water heaters product range by Hindware Smart Appliances under one roof.

The new exclusive stores in Hyderabad are located in Kokapet, Madchal & Troop Bazaar area to reach out to consumers in the region. Currently the company has a network of over 1500 retailers in South India, with over 250 retailers catering Telangana.

The Kitchen Galleries are located in key 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.

In addition to Hyderabad, some of the recent kitchen galleries were opened in cities such as Lucknow, Ludhiana, Ghaziabad, Alwar, Kolkata, Mumbai, Bhopal, Gwalior, Nashik, Mangaluru among others reflecting the company's commitment to increase geographical presence across the country.

Speaking on the Hyderabad kitchen galleries launch, **Mr. Rakesh Kaul CEO & Whole Time Director, Hindware Home Innovation Limited**, said, *"Hyderabad is one of the fast-growing regions for us and we are truly excited to be launching 3 stores consecutively here. Hyderabad discerning customers have a high preference for silent chimneys and sleek cooktops and with the launch of these three Hindware Smart Appliances exclusive stores, we will have 20 stores in the region. We believe there is tremendous amount of untapped potential in the market. We will continue to invest in the market and continue to provide unparalleled customer 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 market for the kitchen chimneys category. Further, we plan to ramp up our store presence across key markets over the coming months and will be adding an additional 30 stores in cities such as Gurugram, Mumbai, Kolkata, etc. This will not only help us expand the business but will also increase 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 of the fastest growing players 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/>

Contact:

**Meenakshi Oberoi, Head Corporate Communications, Somany Impresa Group: +91-9860569994,
meenakshi.oberoi@hindware.co.in**

Karishma Taneja, 20:20 MSL: +91 9958338020, Karishma.taneja@2020msl.com