

Hindware Smart Appliances introduces a new range of heating appliances ahead of the winter season

- ***With this launch, the brand now has over 90 SKUs in the heating appliances category***

India, October 13, 2022: Hindware Smart Appliances, one of the leading consumer appliances brand, recently launched a range of products under its water heaters and room heaters category to strengthen its existing product portfolio and reiterate its market position across online and offline channels.

Among the new launches, the 'Hindware Kweik Portable water heater', offers consumers a superior experience with top-notch features. The water heater is equipped with high-level safety features such as a patented super safe innovative shield design, burn/fire Protection, IPX7 certified shock-proofing, auto cut-off feature, and overheating protection. For hassle-free usage, it comes with a cord holder and offers uniform standalone heating.

The company also introduced its first-ever tankless water heater range with two new models – Hindware Storm and Hindware Whizz, with instant heating to provide hot water in just 5 seconds. These models save energy and come with anti-scaling features as well. While the Hindware Storm water heater will be available across all offline stores across India, the Hindware Whizz water heater is launched exclusively for e-retail platforms. The tankless range of water heaters are best suited for bathrooms with jacuzzi, and bathtubs where a huge quantity of instant hot water is required, as well as for bathrooms where space is a constraint.

Commenting on the new launches, **Mr. Rakesh Kaul, CEO, and Whole-Time Director, Hindware Home Innovation Ltd. said,** *"With an aim to provide the best to our customers, we continue to launch innovative products aligned to their demands. Our partnership with Groupe Atlantic from France, a global leader in heating solutions ensures all our heating appliances come equipped with advanced technology, meeting international quality standards."*

He further added, *"The positive response that we have received for our heating appliances portfolio over the past years has encouraged us to further expand the line of offerings while adding superior features to our premium range. This category has been growing ever since its introduction and currently contributes to the overall business by approximately 15%. Further, with the coming of the winter season and the ongoing festive season, we expect an increased demand for our heating appliances across India."*

A total of over 20 new SKUs were added to the overall portfolio. The two new models in the square mold storage water heaters include Hindware Amelio and Avilio with multiple capacities. Hindware Amelio is equipped with features such as the superior incoloy heating element and comes in bold and beautiful colours of red, blue, and grey. Under the rectangular cuboid category of storage water heaters, the Hindware Nitro comes with superior safety features, a glassline tank, and a copper heating element for longer product life.

The range of storage water heaters are power-efficient and comes with the exclusive O'Pro technology which increases the longevity of the appliances by up to 50% through superior protection against corrosion.

The brand has also introduced a variety of premium room heaters with some key additions in the segment like the Oil Filled Radiators. With 3 power level settings and tide-shaped fins, these room heaters prevent oxygen depletion, ensure uniform and faster heating, and come with tip-over safety. The 13-fin models are equipped with humidifiers and cloth hanger features to address the needs of modern consumers. The other new launches in the category include the traditional heat convector, fan room heater, quartz heater, and halogen room heaters.

The company has a strong distribution network for its appliances category 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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