

## **Hindware Home Innovation Limited opens new store in Raipur; expands its retail footprint in Chhattisgarh**

- *With the opening of this store, the brand will now have a total of four exclusive brand stores in Chhattisgarh and aim to open 2 more by FY2024*
- *The latest launch marks a new milestone of 184+ exclusive kitchen galleries for the brand in India*
- *The store was inaugurated in the presence of the honourable President of Chamber of Commerce and Industries, Raipur, Mr. Amar Parwani*

**Raipur, XX September 2023:** Hindware Home Innovation Limited, one of the fastest growing consumer appliances brands in India, announced the launch of its new brand store 'Hindware Smart Appliance Exclusive Gallery' in Raipur, Chhattisgarh. The store was inaugurated in the presence of the honourable President of Chamber of Commerce and Industries, Raipur, Mr. Amar Parwani. The store's inauguration underscores the company's dedication to delivering a tailored shopping experience for consumers and maintaining exceptional customer service standards.

Located strategically in Raipur's Naharpara area, the recently opened kitchen gallery features an array of offerings from Hindware Smart Appliances, thoughtfully designed to meet the requirements of contemporary Indian homes. It houses a complete range of large kitchen appliances, including kitchen chimneys, cook-tops, kitchen hobs, built-in sinks, dishwashers, and more. Alongside it also includes range of storage and instant water heaters.

Speaking on the launch of the store, **Mr. Salil Kapoor, CEO, Hindware Home Innovation Limited** said, *"Given our ambitious plans for this state and the growing demand for Hindware appliances among consumers in the region, we have outlined a strategic initiative to strengthen our retail presence in Chhattisgarh. This expansion aligns with our long-term vision for the region's market potential."*

As part of its growth strategy, Hindware Home Innovation Limited has successfully built a robust retail network both offline and online. This includes an exclusive Smart Appliances Universe, 180+ kitchen galleries, more than 1300+ distributors, and 14,000+ retailers. Additionally, the brand has a substantial presence on popular e-commerce platforms such as Amazon and Flipkart, among others.

For more information please visit- <https://www.hindwareappliances.com/>

**About Hindware Home Innovation Limited:**

Hindware Home Innovation Limited (listed on NSE and BSE as HINDWAREAP), home to the iconic Brand Hindware, among the fastest-growing players in the Indian Consumer Appliances and a leader in the Building Products segment.

Under its Consumer Appliances business, the company offers a diverse range of products under the brand Hindware Smart Appliances. This includes 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 manufactures water heating solutions to further tap the opportunities in the fast-growing water heater segment and electrical heating segment in India and the SAARC region.

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

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