

## **Hindware Smart Appliances expands the kitchen appliances category featuring innovative offerings**

- Launches new products under kitchen chimneys, built-in-hobs, and induction cooktops categories
- Aims to increase its foothold in the market expecting a growth of over 25% in the kitchen appliances category by the end of this FY 23-24.

**National, 10<sup>th</sup> July 2023:** Hindware Smart Appliances recently introduced a range of new products in the kitchen chimney, built in hob and induction cooktops segment. This strategic move aligns with their objective of expanding their market presence and capturing a larger share in the kitchen appliances category.

With the expansion of the current portfolio, the brand aims to increase its foothold in the market anticipating a growth rate of more than 25% in the kitchen appliances category by the end of the current fiscal year 2023-2024.

The electric chimney range includes models such as Raylene, Marcella, and Catalina that are equipped with an energy-efficient BLDC motor promoting energy conservation. These chimneys are also equipped with a precise speed selection with 9 levels and vibrant digital display panels enhancing their overall design aesthetics. The new range is available in three different sizes: 60cm, 75cm, and 90cm, and comes with a lifetime warranty. With the recent addition of seven new models, Hindware Smart Appliances now offers a wide array of choices in the kitchen chimneys segment, boasting a total of 167 SKUs priced between INR 5,000 to INR 55,000.

The brand also unveiled a new collection of built-in kitchen hobs, featuring the Ivana and Hazel series. Products under the Ivana series are equipped with full brass designer burners, gold finish metallic knobs, a stylish matt glass design with gold edges. On the other hand, the Hazel Hobs Series stands out with its sleek black finish, superior quality knobs, full brass burners, and durable toughened glass. The modern kitchen hob range includes a total of 55 SKUs priced between INR 12,500 to INR 35,000, providing customers with a wide selection of options.

In the induction cooktop category, Hindware Smart Appliances introduced the 'Venturo' model, designed to provide an enhanced cooking experience for users. This advanced induction cooktop offers a powerful 1800-watt induction power, along with convenient features such as 5 pre-set menus, a digital display, a timer setting, adjustable temperature control, an auto-shutoff sensor, and user-friendly push button functionality.

Furthermore, Hindware Smart Appliances has expanded its range of kitchen sinks by adding six new models. With these additions, the brand now offers a total of 174 SKUs in the kitchen sinks segment and the sinks are available at various price points, ranging from INR 6,700 to INR 63,990.

Fuelled by a strong dedication to research and innovation, Hindware Smart Appliances has filed for 33 patents since its inception solidifying its position as an industry pioneer. These patents are a testament to the brand's innovative and forward-thinking approach. And three of these patents have already been transformed into market-ready products, showcasing the brand's ability to differentiate itself from other offerings in the market.

In line with its expansion plans, Hindware Smart Appliances over the years has created a strong offline and online retail network comprising an exclusive Smart Appliances Universe, 170+ kitchen galleries,

1300 distributors, and 14000 retailers along with a significant presence on leading e-commerce platforms such as Amazon and Flipkart, etc. [Click here](#) to know more.

**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 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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