

Hindware Kitchen Ensemble continues robust network expansion; launches Exclusive store in Jaipur

- ***Continues its expansion with the vision to be amongst the top three players by 2020***
 - ***Targets to open 100 showrooms across India with in FY 2018-2019***

Jaipur, June 18th 2018: HSIL Limited, India's leading sanitaryware & bath-fittings' company and makers of the iconic brand 'Hindware', expanded their retain footprint in Rajasthan with the launch of the Hindware Kitchen Ensemble Exclusive store in Jaipur today. Conveniently located in the New Atish Market, the showroom was inaugurated by Mr. Rakesh Kaul, President, Consumer Business, HSIL Ltd.

Spread across 650 sq. ft., Hindware Kitchen Ensemble Exclusive store has a committed and highly skilled team to ensure efficient sale and timely service. The center promises to be a one-stop destination catering to the kitchen needs of all discerning customers of the city. It will provide consumers an extensive portfolio across various categories including chimneys, cooktops, built-in-hobs, built-in-ovens, dishwashers, cooking range and sinks.

Speaking at the launch, Mr. Rakesh Kaul, President, Consumer Business, HSIL Ltd, said, "With strategic expansion into the consumer products, HSIL forayed into kitchen appliances category under the brand Hindware Kitchen Ensemble. Within a short span of time, brand Hindware has evolved into a strong player in the chimney category by capturing a 11% market share. This has led to a 100% growth in the segment for HSIL consecutively for the past two years, as compared to an industry growth of approx. 12%."

He further added, "Our network expansion plays a vital and strategic role in the overall growth strategy that we have charted for Hindware Kitchen Ensemble. Jaipur is an important market for us and acts as a barometer for entire Rajasthan. This launch will help us in further strengthening our position as we aim to cater to varied customers across the country by offering an extensive range of kitchen appliances. We are planning to invest adequately in retail in order to reach out to our present and potential customers and aim to be amongst the top three players in the country over the next two years in the kitchen appliances segment."

Hindware Kitchen Ensemble, through constant innovation and reinvention has been on an upward growth trajectory. The brand has one of the largest networks of in the kitchen appliances category in India, with over 3000 retailers and 150 exclusive stores across 300 cities. The brand will continue with its network expansion drive in FY 2018-19 by opening 100+ exclusive stores across key markets such as Rajasthan, Delhi NCR, Uttar Pradesh, Karnataka, Tamil Nadu, Punjab, Uttarakhand, West Bengal, Bihar, Orissa, Maharashtra, Telangana and Andhra Pradesh.