

Whirlpool expands its presence by introducing a premium range of kitchen appliance brand

Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company today showcased their brand new collection of 28 products from its premium kitchen appliance brand, 'KitchenAid' in New Delhi. It has recently announced the launch of KitchenAid products in the Major Domestic Appliance (MDA) segment in India at 'ACETECH 2016' in Mumbai, which is India's largest architecture, construction and engineering exhibition.

The new lineup includes:

- Ovens: 3 Products
- MWO/Steam: 3 Products
- Hobs: 10 Products
- Hoods: 4 Products
- Cooling: 2 Products
- Dish: 2 Products
- Special: 4 Products

KitchenAid, a leading kitchen appliance brand in Europe and USA has been providing a complete product line ie. From utensils to appliances large and small that offer professional performance and are designed for the passionate gourmet for close to a century now. In India, the brand already has its presence in 'Small Domestic Appliance (SDA) segment, which includes countertop appliances such as Stand Mixer, food processor, toasters and blenders that were launched in 2013 in India. KitchenAid has always taken pride on developing new and extensive line of designer kitchen Appliances that are specially geared to meet the high standards of Professional chefs,

home cooks and cooking enthusiasts in general to help them prepare delicious dishes.

Commenting on the launch of KitchenAid in Built-In segment in the country, Mr. Sunil D'Souza, Managing Director, Whirlpool of India said, "The entire Whirlpool of India team is excited over the launch of KitchenAid's addition to our built-in category. With entrance of our new Premium Brand 'KitchenAid', Whirlpool shall offer a varied range of Built-In appliances under two brands – Whirlpool & KitchenAid. With the growing demand of Whirlpool range of built-in kitchen appliances in India, it was imperative for us to offer professionally crafted European products to the homemakers to experience the whole range in its full glory and functional form. The premium market for Built-In Appliances in India is estimated to be around 220 crore in 2018 and with the addition of KitchenAid Built-In Appliances, we expect to capture around 75 Crore in this market".

Adding to this, commented, Mr. A. Natarajan, Head – New Business Unit, Whirlpool of India, "In India, there has always been a huge demand for quality and distinctive products in the built-in space. We consider India as an important market for our premium kitchen appliances. KitchenAid has been providing cooking enthusiasts with rewarding solutions, fueling their flair for culinary expertise for almost 10 decades. KitchenAid Appliances are known for their exquisite features of fine craftsmanship, durability, quality of material, robustness and meticulous attention to detail. We are looking forward to provide our customers with complete range of European sourced premium Built-In Appliances from KitchenAid."

Designed & Manufactured in Europe, KitchenAid's newly launched MDA products are carefully thought through and comes with beautifully crafted features which are exceptionally functional, conveying a sense of substance, durability and authenticity while meeting the practical requirements of professionals, home chefs or anyone passionate about food.

Encapsulated below are the details of the new products launched:

- **Chef Touch – Way to a Healthy Life:** Chef Touch is a revolutionary appliance, a Sous Vide cooking system specifically designed for perfect finish. Chef Touch is composed of 3 appliances: Vacuum Machine, for food preservation using the Sous Vide technique; Steam Oven, for cooking and reheating food; and Shock Freezer, for rapid chilling and freezing. They are all part of one sophisticated and stainless-steel column and work together in perfect synergy. Chef Touch is a precious

ally for a balanced diet: the vacuum machine eliminates almost all of the air from the pouch, slowing down the biological and enzymatic activities of the ingredients. Moreover, waterproof pouch prevents humidity, the most common cause of food decay, from seeping in. The food can be preserved up to 3 times longer with the help of Chef Touch.

- Twelix Artisan oven: The Twelix Artisan oven incorporates the finest design elements from the new KitchenAid aesthetic: the all-stainless steel and robust knurled handle for safe ergonomic grip and a professional feel; the crafted red medallion that is the mark of quality and craftsmanship; the White Navigator display which provides guided access to the well-organized menu function options; and a wide, smoke-tinted glass panel that offers full internal visibility while cooking whereby you can better monitor progress. It provides three different cooking options in a single appliance: convection, pure steam, steam assisted and has a wide range of functions: 13 professional, 8 special, 8 traditional and 4 steam.
- KitchenAid Built-In Microwave Oven : The genius Nikola Tesla said that seeing the universe in terms of energy would offer a totally new vision to carry us to a future connected to our own desires, not merely to chance. The energy of KitchenAid microwave ovens is the perfect partner for such a vision, ready to serve your creativity with the highest technological standards. Sensor Cooking enhances the flavor of your dishes by automatically adjusting the microwave's power level and cooking time actively throughout the cooking process. ProSteam technology helps to automatically adjust to direct its low-Level microwaves into the Steamer, an included ProSteam technology dish, so you can explore all the healthy opportunities to cook an outstanding steamed dish. With its Crisp technology, you can bake or grill 75% quicker, thanks to the combination of the three heat sources at your disposal: microwaves, the Crisp plate which reaches a temperature of 210° Celsius in less than two minutes, and the Grill.