

# Whirlpool expands its presence in built-in Appliance segment

Whirlpool of India, a subsidiary of Whirlpool Corporation, unveiled its brand new collection of 28 products, from its premium kitchen appliance brand 'KitchenAid' in Mumbai.

The world's leading home appliance company recently launched the KitchenAid products in the Major Domestic Appliance (MDA) segment in India at ACETECH 2016, India's largest architecture, construction and engineering exhibition.

The new lineup includes ovens, MWO/Steam Products, Hobs, Hoods, Cooling products, Dish and other two special products.

KitchenAid, a leading kitchen appliance brand in Europe and USA, has been providing a complete product line i.e., from utensils to appliances 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. Commenting on the launch of KitchenAid in Built-In segment in the country, Sunil D'Souza, the Managing Director of 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 that is Whirlpool and KitchenAid," D'Souza added.

He further said that with the growing demand of Whirlpool range of built-in kitchen appliances in India, it was imperative for them 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," he added.

Adding to this, A. Natarajan, Head - New Business Unit, Whirlpool of India, said: "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."

Natarajan further said KitchenAid has been providing cooking enthusiasts with rewarding solutions, fueling their flair for culinary expertise for almost 10 decades.

"KitchenAid Appliances are known for its exquisite features of fine craftsmanship, durability, quality of material, robustness. We are looking forward to provide our customers with complete range of European sourced premium Built-In Appliances from KitchenAid," he added.

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