

## **Whirlpool introduces KitchenAid's new collection of MDA products**

Whirlpool India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company has introduced their brand new collection of 28 products from its premium kitchen appliance brand, 'KitchenAid' in New Delhi.

Designed and 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

The company has recently announced the launch of KitchenAid products in the Major Domestic Appliance (MDA) segment in India at 'ACETECH 2016' in Mumbai.

The new lineup includes ovens, MWO/ steam, hobs, hoods, cooling, dish and other few special products.

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, Managing Director, Whirlpool India, Sunil D'Souza 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 and 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 Rs 220 crore in 2018 and with the addition of KitchenAid built-in appliances, we expect to capture around Rs 75 crore in this market."

Adding to this, commented, Head – New Business Unit, Whirlpool India, A. Natarajan, "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 and 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

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