



# Tefal®

## **Groupe SEB launches world's number 1\* brand Tefal in India**

- **Brand poised to trade up the market by fulfilling Indian needs with state-of-the-art non-stick cookware & small electrical appliances, including patented technologies for outstanding performance**
- **The leading international brand that straddles both the cookware and small electrical appliances**

**New Delhi, March 8, 2017:** Groupe SEB, world leader in small domestic equipment with a turnover of 5 billion euros in 2016, is all set to revolutionize the cookware and small electrical appliances segment in India. The France-based consortium today launched **Tefal** with a premium range of products across segments such as Cookware, Food & Drink Preparation, Breakfast, Linen Care and Home Care.

**Tefal ingenious and durable** products will ensure Indian consumers to “get the best out of everyday”, with the assurance of making their home a better place, in a fast paced and ever changing world.

**Groupe SEB India CEO Sunil Wadhwa said:** “Groupe SEB is pleased to launch the flagship premium Brand Tefal in India. This launch is in sync with the Groupe's strategy to establish leadership position in the market. Tefal's launch is the next phase in Groupe SEB's expansion strategy to dominate the market with products which are designed in France, acknowledged for their innovative solutions and are equipped with patented technologies providing perfect results”.

To begin with, **Tefal** Non-stick Cookware, Steam irons and Air purifiers will be available in Delhi-NCR, Chandigarh and Ludhiana. By June 2017, Tefal would be available across 13 metro cities in the country and product range would also be expanded with the addition of Food preparation and Breakfast categories. With a gradual expansion in range, Tefal would have an extensive product portfolio available in the market by end 2017.

Highlighting the importance of India in Groupe SEB's expansion plans worldwide, **Mr Thierry de La Tour d'Artaise, Chairman & CEO, Groupe SEB**, said in a statement screened at the conference:

*“Since Maharaja Whiteline became Groupe SEB's 100% subsidiary, Mr. Wadhwa and his team have doubled the sales, they have increased tremendously the product development and the number of after-sales service all around India where we have a state-of-the-art production facility (in Baddi - Himachal Pradesh). After the Maharaja Whiteline brand, we will now introduce in India, one of our most famous international brands: Tefal. We will start with cookware, irons, kitchen appliances and air purifiers. In the second stage, we will be launching food preparation products like juicers, mixer grinders before*

*introducing more and more products. We will start with four cities, then nine and then the whole country. We have big ambitions for India and we will invest a lot here."*

With price points ranging from an affordable price of Rs. 699 for frying pan to Rs. 37,599 for Masterchef Gourmet kitchen machine, the state-of-the-art **Tefal** products have been designed in France, produced and sourced from global factories.

Tefal is World No. 1\* in cookware owing to its cutting-edge and 3 times longer lasting Hard Titanium + coating. With a strong experience of over 60 years, Tefal ensures no compromise on quality and Ingenuity with its 3 cookware ranges that come with **patented Thermo-spot®** technology, which is a smart temperature indicator that lets you know when the pan is ready to start cooking. It helps you cook healthy and delicious meals while ensuring optimal energy consumption.

In the food preparation range, Masterchef Gourmet kitchen machine brings out the chef in you wanting to experiment with layered cakes, pastries and many other gourmet delicacies. It offers perfect results with the **patented Flex whisk technology** and high versatility thanks to its 11 accessories.

Tefal has also introduced unique Intense Pure Air purifier -- one of its kind -- that filters up to 99.97% harmful pollutants and also, like no other purifier does, permanently destroys carcinogenic formaldehyde\*\* present in all houses thanks to its **patented NanoCaptur** technology. Tefal's promise is to take perfect care of the air that your family is breathing at home, all year long.

In the linen care segment, Tefal Easygliss steam iron with its Innovative and globally acclaimed **Durilium technology** offers an outstanding glide, maximum steam distribution and excellent scratch-resistance for professional quality results.

For now, **Tefal** plans to introduce more than 40 products across five categories in the market gradually. And there will be more to come thereafter.

Groupe SEB acquired a 100% stake in Maharaja Whiteline in early 2014. Since then, the Groupe SEB India has grown by more than by over 100%, and has introduced more than 170 products in the market. Along with the new products, there has been a phenomenal growth in the global SDA major's distribution network, not just in the north -- erstwhile Maharaja Whiteline's bastion -- but also in many other states in the country. Groupe SEB India, with its brand Maharaja Whiteline is currently present across all the Indian states with its 22 branch offices. Groupe SEB India is one of the very few appliance companies which has its own state of the art factory. It helps in producing very good quality and durable appliances in India itself.

\*Independent panel 2015 data, brand value sales, cookware category definition.

\*\* Tested in an external laboratory vs main competitive filtration technologies – November 2014.

**About Groupe SEB India:**

Groupe SEB India is the Indian arm of Groupe SEB, a France-based global leader in small equipment segment. In 2014, the Groupe acquired 100% of Maharaja Whiteline a leader in small domestic appliances in India. The conglomerate is a leader in mixer grinder, juicer-mixer grinder, air coolers and room heater categories in the market. Headquartered in Delhi, the Groupe has over 22 branch offices, 750 Distributors and 40,000 Dealers across the country, along with an in-house manufacturing facility at Baddi (Himachal Pradesh) spread over more than 10 acres. Maharaja Whiteline offers products under three categories, including Kitchen Appliances, Home Comfort and Garment Care.

For more details Call 1860 180 4111 or visit [www.maharajawhiteline.com](http://www.maharajawhiteline.com)

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