



Press Release

13 May 2014

Groupe SEB takes full control of Maharaja Whiteline

Groupe SEB is pleased to announce that an agreement has been finalized with its Indian partner to acquire the remaining 45% stake of Maharaja Whiteline. After the acquisition of 55% of the capital in December 2011, Groupe SEB will thus hold 100% of the company.

This full acquisition confirms Groupe SEB's ambition to expand in India and quickly accelerate Maharaja Whiteline's growth especially via a strong pipeline of innovative products, supported by Groupe SEB's world-known expertise, and a strengthened relationship with its distribution partners.

Mr Sunil Wadhwa, who was formerly CEO and Managing Director of Usha International Ltd, will remain Chief Executive Officer.

About Maharaja Whiteline:

Created in 1976 and developed by Harish Kumar, Maharaja Whiteline has its roots in northern and western India. It is one of the major players, with a portfolio covering several families of small domestic appliances. In particular, Maharaja Whiteline is an established brand name in mixer grinders and juicer mixer grinders. Backed by a network of 500 distributors, Maharaja Whiteline is present in over 26,000 sales outlets. The company operates a plant in Baddi, Himachal Pradesh and employs around 350 people.

Investors / Analysts

Groupe SEB
Direction de la Communication Financière
et des Relations Investisseurs
Isabelle Posth
Emmanuel Fourret

Tél : 33 (0) 4 72 18 16 40
comfin@groupeseb.com

Press

Image Sept
Estelle Guillot-Tantay
Caroline Simon

Tél : 33 (0) 1 53 70 74 93
Fax : 33 (0) 1 53 70 74 80



www.groupeseb.com

The world leader in small domestic equipment, Groupe SEB operates in nearly 150 countries with a unique portfolio of top brands including Tefal, Rowenta, Moulinex, Krups, Lagostina, All-Clad, and Supor, marketed through multi format retailing. Selling some 200 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. Groupe SEB has nearly 25,000 employees worldwide.

GROUPE SEB ■

DIRECTION DE LA COMMUNICATION FINANCIERE

Chemin du Petit Bois | BP 172 - 69134 ECULLY Cedex France | T. +33 (0)4 72 18 16 40 • Fax +33 (0)4 72 18 15 99
Société au capital de 49 951 826 € | 300 349 636 R.C.S Lyon | T.V.A FR 1230034963600112