



TTK Prestige launches leading British kitchen appliances brand in India

Judge Cookware from TTK Prestige Ltd, will address markets across India including rural markets for the bottom end of the pyramid segment

- New brand provides TTK Prestige with access to the INR 5000 crores unorganized kitchen appliance market
- Judge Cookware will offer affordable kitchen solutions to SEC B and C demographic
- Initial Range of products include: pressure cookers, non-stick cookware, gas stoves, mixer grinders and induction cooktops at various price point competing with the brand addressing similar target audience
- Products will be manufactured at TTK Prestige and allied factories across India and would be available at retail formats, including traditional outlets, leading modern retail formats and ecommerce platforms

Bangalore, August 21, 2017: TTK Prestige, India's largest kitchen appliances brand, today announced the launch of leading UK brand "**JUDGE**" Kitchen Appliances into India. The new brand which is part of the TTK Prestige owned Horwood Homewares, will offer the SEC B and C demographic across Tier 3, 4 and 5 cities in India, quality kitchen solutions at lower price points. The new brand will allow TTK Prestige to expand reach and tap into an entirely new segment of consumers.

Horwood Homewares Ltd. which owns "**JUDGE**" brand has a rich legacy of over 120 years and is the preferred kitchen brand of choice for households in the UK. The launch of Judge Cookware in India, will give TTK Prestige access to an INR 5000 crores unorganized kitchen appliances market. The range of Judge Appliances products will be made available in India in the month of August, and will include pressure cookers, induction and non-induction, outer lid and inner lid non-stick cookware, stainless steel gas stoves, and mixer grinders. The price point for this range will compete with brands addressing similar target audience.

Mr. TT Jagannathan, Chairman, TTK Group said, "We are pleased to widen our core consumer base with the introduction of the Judge Cookware brand in India. This is an opportune moment for us to accelerate the company footprint by catering to an entirely new segment of consumers, who might not have the budget or access to the range of existing TTK Prestige products. We are proud to launch a range of high quality and affordable products that can transform the kitchens of middle and small-town India."



The Judge range of products will be manufactured at TTK Prestige factories across India and will be retailed at all retail formats, including traditional outlets, leading modern retail formats and ecommerce platforms. The products are currently being launched all over India.

Mr. Chandru Kalro, Managing Director, TTK Prestige said, “It gives me immense pleasure to welcome Judge Kitchen Appliances into India. As a company, we are committed to transforming the lives of the Indian home cook in every part of the country, and launching Judge Kitchen Appliances is a step in that right direction. I look forward to welcoming a new set of consumers into the TTK Prestige family.”

About TTK Prestige

TTK Prestige Limited is part of TTK Group. Over the past six decades TTK Prestige Limited, has emerged as India’s largest kitchen appliances company catering to the needs of home makers in the country. Every Prestige brand product is built on the pillars of safety, innovation, durability and trust, making the brand the first choice in millions of homes. In April 2016, TTK Prestige launched ‘Prestige Clean Home’ a range of innovative home cleaning solutions. The company also bought UK based Horwood Homewares in the same month.