



Category Focus - Kitchen Appliances

Upgrading The Humble Indian Kitchen

A kitchen is considered the soul of a home. And today, many Indian kitchens wear a smart look with top of the line appliances and design-led yet utilitarian décor. Targeting the house proud Indians today, brands and retailers are constantly bringing out different product ranges to upgrade the previously humble Indian kitchen. Point-of-Purchase takes a closer look at this burgeoning category in the consumer durables sector, trends in the market and in-store marketing strategies.

The Indian Kitchen Appliances industry has been growing in a very fast manner in the recent times. The key factors like consumers aspiring for contemporary lifestyle, increase in working population with more exposure and disposable incomes are gradually constituting to the overall process.

According to a recently published report by Techno Research "India Kitchen Appliances Market Forecast and Opportunities, 2019", the

kitchen appliances market in India is projected to grow at a CAGR of more than 25% during 2014-19.

With the ever-growing real estate market and spike in affordable homes, the demand for kitchen appliances in the country is anticipated to continue. Demand for automatic and modern kitchen appliances have been on the rise, assisting consumers to cook with ease and quickly too. According to a Euromonitor report, increasing

number of cooking based shows on television is also encouraging people to buy food preparation appliances.

Majority of Indian consumers are very value conscious, which poses a challenge for the manufacturers and suppliers to tackle even a small price difference. Consequently, the kitchen appliance companies are persistently engrossed on proposing superior kitchen appliances at prices that are shopper friendly.

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Role of retailers

The Indian Kitchen Appliances industry though largely dominated by the unorganized retail chains in traditional markets have now lately seen the organized operations of big retail giants and it is evidently participating in the growth of the vertical.

Varsha Singh, Research Consultant with TechSci Research, a research based global management consulting firm informs, "Retail chains such as Big Bazaar, Zostory, Cross, Reliance Digital, etc. are significantly contributing towards increasing the product awareness among consumers, thereby boosting the demand for kitchen appliances in India. However, such chains are not currently present in semi-urban and rural pockets of the country. To overcome this issue, various retail majors are focusing on expanding their reach in rural areas over the coming years, which is expected to drive the kitchen appliances market until 2018."



New launches and increasing market share

Influenced by media, through television or social media, Indians are experimenting with global cuisine in turn influencing them to purchase new kitchen appliances. Catering to this, the industry is also regularly launching new products and appliances in a robust manner. Be it the Indian brands or the global labels, there has been an influx of products and the consumers are getting various choices at different price points.



TTK Prestige, recently announced the launch of leading UK brand "JUDGE" Kitchen Appliances into India. The range of Judge Appliances products will include pressure cookers, induction and non-induction, outer lid and inner lid non-stick cookware, stainless steel gas stoves, and mixer grinders.

The new brand which is part of the TTK Prestige owned Homewood Homecare, will offer the SEC B and C demographic across Tier 3, 4 and 5 cities in India, quality kitchen solutions at lower price points.

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The launch of Judge Cookware in India, will give TTK Prestige access to an 18L 5000 crones unorganized kitchen appliances market. **TT Jeyannathan,**



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 actively new segment of consumer, 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."

Morphy Richards, another premium kitchen and home appliances brand also recently launched its global range of products namely Redefine, Prism and Total Control. As per the brand, with the launch of this product line, Morphy Richards aims to capture the interest of the Indian audience through smart technology and innovative designs. Bajaj Electricals has licensing agreement with Morphy Richards since 2003 to make, sell, market and distribute products under the brand name in India.

Shekhar Bajaj, Chairman and Managing Director, Bajaj Electricals Ltd,



said, "Modern lifestyles call for modern homes and convenient living. That's exactly what's going to be off offer with global range of Morphy Richards.

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Their beautiful design and smart response technology is sure to adorn your modern homes and give them an ultra-polished look."

Anant Bajaj, Joint Managing Director, Bajaj Electricals Ltd,



said, "We are extremely excited to bring the unique global range of Morphy Richards to India. Today's

consumers are more experimental when it comes to new products and are willing to try stylish and technologically sound products. This gives us immense opportunities for brands like ours. We hope to capitalise on this consumption drive, by continuously offering innovative products and smarter solutions."

Ramson, another name in the home and kitchen appliances market, recently unveiled its new range of products under the Ramson Prime

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label. The new selection of home and kitchen products, comprises of the entire range of appliances including LED lights, water heaters, juicer-mixer-grinder, coil stoves, ovens, handsoors, iron and voltage stabilizers, among others. **Nasimha R Namala, CEO, Remson Prime Technologies Pvt. Ltd.** shares, "We are seeing a solid forcing in the Indian home and kitchen appliances market, and for that Remson Prime plans to make significant investments in expanding its product portfolio to include a wider array of products like LED TVs, washing machines and air-conditioners. Besides, the brand is also looking at strengthening its dealership network, approaching and attracting the top dealers in the market under the label of Remson Prime Clubs. Through Remson Prime, we aim at expanding our reach and the customer base of leading dealers operating in the space. We will also invest around 30 crores in next six months for creating brand awareness".

Exclusive Retail Touchpoints and e-tailing

Apart from being present in the general trade and modern trade outlets the kitchen appliances brands are also looking at setting up exclusive retail outlets to have a better engagements with their customer base and for reaching new markets. The online retail presence of the brands is also another driving factor for the brands with mostly all the popular ecommerce sites giving highly lucrative offers for kitchen appliances segment.

Wonderchef, promoted by Ravi Saxena and Celebrity Chef Sanjeev Kapoor, has launched its first Exclusive Brand Outlet (EBO) in Pune. The outlet is located at Pune's premium Mall, Phoenix Marketcity, Viman Nagar. With this addition, now Wonderchef has now

6 exclusive outlets in the country besides its omnichannel presence across 5,000 retail outlets. Wonderchef, a Rs 200 crore company, offers a wide range of premium cookware and appliances across the country through its multi-channel sales (e-commerce, modern trade, EBO, teleshopping, general trade outlets) and direct to home network (which engages more than 50,000 women).

Ravi Saxena, Managing Director, Wonderchef Home Appliances

said, "As of now we have total 6 EBOs and we plan to open 2 more stores in Delhi and 1 in Bangalore by next month. Soon we are going to be present across Metros with partners who are passionate about cooking and



Some key players presently functioning in the Indian kitchen appliances market include

- TTK Prestige
- Bajaj Electricals
- Murphy Richards
- Remson
- Kutchina
- Glen
- LG
- Samsung
- IFB
- Panasonic
- Philips
- Whirlpool of India Ltd
- Godrej & Boyce Mfg
- Sunilame Enterprises
- Mahanuja Appliances

want to be a part of the growing Wonderchef family."

Kutchina, another popular name in the consumer durables and kitchen appliances is also on an expansion spree. Headquartered in Kolkata they have around 30+ stores till now and aim to reach 75 this year and 200 by next year end. The stores are majorly located in West Bengal, few in North zone and the recent one in Bangalore.

"These are planned phased wise taking major Class A cities in phase 1, followed by major cities from the list of Smart cities based on market potential for the whole range of products (chimneys, hobs and built ins have limited reached and consumers). We wish to project what we are - the only house offering a complete kitchen solution - Modular kitchens, Big appliances, Water Purifiers and Small Home Appliances. Thus cities will be chosen on priority of which have a complete range market potential and then vertical wise potential as we go deeper into market penetration. E-commerce has been an addition to our volumes and not a competition. We have an unique range of products which we sell on e-commerce thus ensuring that physical retail and e-commerce do not interfere with each other", shares Namit Bajaria, Director of Kutchina.

Innovative Marketing Strategies and Customer Engagements

From cooking masterclasses, blogger meets, tech-based POS communication, cook-offs or competitions, in-store demos the brands are wooing the shoppers in new and innovative ways.

Kutchina, the popular brand-name in the kitchen and home appliances innovatively connects with the customers at the store level to elevate the experience of good

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being. Narit shares, "We are going forward with a mix of innovative ideas of engagement involving the consumers, technology and innovation. We have designed a space effective branding solution for our retail stores which looks unique, very nice and cannot be missed while occupying minimum space. The stands out amongst the clutter of dealer boards. Recently we also did an activation at a leading mall in Bangalore for our Bangalore store where we invited consumers through radio campaign, whatsapp, SMS and from mall floor to come forward and Father's to cook for their offspring."

The technology focused POPs like Visual display units, POPs digitally showing the working of home appliances, Virtual reality showing products in virtual 3D and augmented reality or walk through, actually give consumers a clear feel of the products, helps them understand the products better, how they function, the product's internal advantages and supremacy and also helps educate consumers much better while deciding on what



they should buy and why cheaper products are not the best solution usually.

Way Forward

Hence, we may say that the market is witnessing great growth on the back of rising disposable income, growing sales infrastructure in the form of specialty stores & online marketplaces coupled with innovation in kitchen appliances, increasing popularity of modular kitchens and convenience associated with such appliances. The country is also witnessing other trends, like increasing urbanisation

and rise in the number of women in the workforce. These factors make India a favourable market for kitchen appliances. According to the industry reports, the market is forecast to advance with a double digit CAGR of 15.41% during estimated period of 2017-22. ■

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