



Vinod unveils its latest Tri-Ply range - 'Signature', an emblem of modern kitchen

Good health depends on what you eat, but a lot is also dependent on how you cook and on which vessel it is being cooked! To impart quick and healthy cooking to our Indian households, one of the oldest kitchenware brands of India - Vinod Intelligent Cookware announces the launch of its latest Induction friendly Tri Ply cooking range - 'Signature', the synonym of Vinod's excellence.

The Signature range with its classically styled and polished stainless steel exterior and a satin finished interior includes a variety of products for the smart Indian kitchens namely Saucepan, Saucepot, & Kadai.

The most significant feature of 'Signature' is its tri-ply structure. The **inner surface** of Signature being layered with the superior Food Grade 18/8 stainless steel that imparts the durability to the vessel and also hygienic cooking. The **outer surface** crafted with SS 430 magnetic stainless steel supports Induction cooking and also prevents hot spots in conventional cooking. The encapsulated **second layer** is made of high conductive aluminum with which maximizes even spreading of heat for better cooking and also minimizes sticking and stirring. Rightly Vinod's Signature has been designed for healthy and hygienic cooking.

Truly Signature reinvents your experience in the Kitchen building convenience and comfort. Adding further, its stainless steel riveted cool touch handles and knobs are heat proof that prevents burning of hands while operating it. Designed for the Indian Kitchens, is its convenient storage capacity, wherein you can stack the vessels one above the other that makes your kitchen organized and clutter free .

Commenting on the launch of the Signature Series, Mr. Sunil Agarwal, Director of Vinod says, "Most of the products available in the market have aluminum encapsulated only in the bottom. However Signature has aluminum in the walls as well, making it the most significant cookware ever in India. This reduces the time of cooking by almost 20%. With the introduction of Signature range we wish to make cooking an enhanced and interesting experience for every Indian kitchen"

The stylishly crafted 'Signature' range is priced affordably at Rs.2490/- to Rs. 4190/-, a complete must have for Indian Kitchens.

About Vinod Cookware:

Established in 1986 - Vinod Cookware is the pioneer of 'Sandwich bottom' in the cookware industry. With more than 400 products across seven categories Vinod Cookware's Pressure Cooker is the firm's biggest success story.

The product range has expanded into state-of-the-art cooking technologies such as induction cooktops, non-stick cookware, hard anodised cookware and more.

Crafted with a complete understanding of the Indian kitchen and using premium quality stainless steel, Vinod's products are an instant connect with home-makers of all ages. Besides, the company's insistence on research and development gets for its products the edge of convenience and durability. The trust earned from the customers has also got the company many awards, one of the prized titles also being the 'Best Expo House'

Always a step ahead in the now competitive Indian market, Vinod's brand ambassador actor '*Sakshi Tanwar*' has provided an ideal fit for its ideologies.

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