



For Immediate Release

Vinod Cookware launches, Triple layered ‘Platinum Series’ suited best for both Home and Industrial Kitchens

- Cookware range for Industrial Kitchens and professional Chefs
- Make in India, Made for India
- Aluminum encapsulated in bottom and wall, Reduces cooking time by 20%.

Vinod Cookware, India’s oldest Kitchenware brand announces the launch of its new line of products, ‘**Platinum Series**’ a testament to the modern Kitchens, with three-layer construction, an aluminum core for even, consistent heating, specially designed for both the Home and Industrial Kitchens. With this, Vinod Cookware also announces its entry to Industrial Kitchens, inspired by and created together with professional chefs.

The Platinum Series with its classically styled and polished stainless steel exterior and a satin finished interior includes a variety of products for the smart Indian kitchens with the latest in the range being **Tawa, Frypan and Kadai** prices starting from Rs. 1490/- , Rs. 1995/- and Rs. 2440/- respectively

Price Range

Product	Size	Price
Platinum Tawa	25 cm	Rs. 1490/-
Platinum Frypan	20 cm	Rs. 1995/-
	22 cm	Rs. 2295/-
	24 cm	Rs. 2495/-
Platinum Kadai	22 cm	Rs. 2440/-
	24 cm	Rs. 2770/-
	26 cm	Rs. 2990/-
	28 cm	Rs. 3270/-
	30 cm	Rs. 3510/-

The most significant feature of ‘Platinum Series’ is its triple layered structure. The **inner surface** of Platinum 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 heat distribution, less cooking time and minimum burning of food.

Adding which, most of the products available in the market have aluminum encapsulated only in the bottom. However, Platinum 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%.

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.



With 60 Months Warranty, the 'Platinum Series' at Vinod complements the current range of accessories with a collection that combines appealing aesthetics with clever functional components. Available in varied sizes the product is available with leading retail and etail stores in India.

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 firms biggest success story.

The product range has expanded into state-of-the-art cooking technologies such as 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'

Website: www.vinodcookware.com