



For Immediate Release

Vinod Cookware launches second set of 'Platinum Series' exclusive to the festive season

- Triple layered for easy cleaning and cooking - Designed for professional and home chefs - Make in India, Made for India - FIRST TIME IN INDIA

Vinod cookware, India's oldest kitchenware brand brings an extension to its very successful Platinum series with 2 new products 'Platinum Tope & Saucepot with Lid' suiting the very dynamic needs of the kitchen specially during the festive season. Designed yet again, in sync with its Platinum range philosophy, the latest in Platinum brings fine balance of good looks and functionality, not only it reduces your 20% cooking time with its unique construction but also plays the dual role of being suited to both Home and Industrial Chefs.

With its classically styled and polished stainless steel exterior and a matte finished interior, it not only is good to cook in but also serve. Speaking on the new entrants in Team Platinum, Mr. Sunil Agarwal Director Vinod Cookware says, "The first in the Platinum series has been a huge hit among our audience, seeing which we came up with another extension for the festive season. With the traits of its signature platinum both 'Platinum Tope and Saucepot with Lid' are a complete must have products in your festive checklist"

One of the first in INDIA: Triple - layered Construction, Combining appealing aesthetics with clever functional components, the *Vinod Triple - layered Platinum Tope & Saucepot* is specially designed for reliable and hygienic everyday cooking in home and industrial kitchens.

Sturdy construction: The Integrated layer of aluminium right through, even at the bottom helps in faster cooking and in efficient heat retention that helps to keep food warm for a long time.

Price Range

Product	Size	Capacity	Price
Platinum Tope with lid	16 cm	1.75 ltrs	Rs. 1430/-
	18 cm	2.50 ltrs	Rs. 1690/-
	20 cm	3.50 ltrs	Rs. 1945/-
	22 cm	4.75 ltrs	Rs. 2545/-
	24 cm	5.25 ltrs	Rs. 2860/-
Platinum Saucepot with lid	20 cm	3.00 ltrs	Rs. 2830/-
	24 cm	5.00 ltrs	Rs. 3360/-

Key Features

- 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%
- Triple layer with the superior Food Grade 18/8 stainless and SS 430 magnetic stainless steel that supports Induction cooking
- 60 months warranty



Induction compatible and dishwasher safe: Both the top & Saucepot can be used on induction, electric, ceramic and other type of stoves for cooking and it also dishwasher friendly which makes it suitable to be used for industrial purposes as well.

Minimize Sticking: Integrated layer of food grade stainless steel reduces cooking time by 20% while the encapsulated aluminium minimizes the sticking of food to the inner surface of the cookware and facilitate quick and healthy cooking every time.

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 e-tail 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 firm's 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