



Vinod Cookware all set to Revolutionize Indian Kitchens

- **Launches, Triple layered ‘Platinum Series’ suited best for both Home and Industrial Kitchens**
 - *Targets Rs. 300 cr in FY 2016 - 17*

Keeping today's evolved consumer in mind, Vinod Cookware, India's oldest & largest Kitchenware brand, revolutionizes Indian Kitchens, with the launch of its latest “**Platinum Series**” one of the path breaking products which has the vast potential to adapt to the ever changing tastes and requirements of the consumers. *Be it Hotel Chef or Home Cook with Platinum we have got you covered!*

With the new additional repertoire of over 400 products spread across four categories, Vinod Cookware eyes for targeted revenue of Rs. 300 cr in FY 2016-17 for a 50% growth from its present turnover of Rs. 200 cr.

Platinum Series is a testament to the modern Kitchens, with three-layer construction, an aluminium core for even, consistent heating, specially designed for both the Home and Industrial Kitchens.

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 as per Sizes:

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/-

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*



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.

“Vinod Cookware with industry expertise of nearly three decades and complete understanding of the Indian kitchens, is committed to offer consumers an exciting experience in cooking with its innovative products. Building an instant connect with homemakers of all ages, Vinod Cookware is one of the most preferred name in Indian as well as global markets. Striking the right chord, our brand stands strong at No.3 position in India and at No.2 in Non stick appliances,” said Mr. Sunil Agarwal, Director, Vinod Cookware. “We are hoping to recreate the history by introducing our latest Platinum Series which is one more technologically innovative product from the family of Vinod,” he added.

“360 degree communication with audience, engaging through several B2B and B2C activities, social media presence through blogging, outreach programs for Non Media promotions are among our strategic plans to effectively reach a wider consumer market and move ahead towards reaching our goal,” said Mr. Rajiv Dutta - Regional Sales Manager, Vinod Cookware.

With the biggest manufacturing unit in Palghar Spread over 7 acres, Mumbai (own manufacturing unit), Vinod Cookware has been growing steady and strong.

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'