

For Immediate Release

Vinod Cookware launches India's first Cold Forged 'Ultimate Cookware' priced for Rs. 1390/-

- *100% Made in India, scratch resistant PFOA surface*
- *5 layered non-stick coating for low fat cooking, Induction Friendly*
- *Ultra-thick cold forged aluminium body, even heat distribution*

Vinod Cookware, one of the leading Kitchenware brands in India launches 'Ultimate Cookware' India's first Heavy-gauge cold-forged aluminum body for warp resistance and lasting durability - Let there be style with the touch of technology in Indian Kitchens!

Made from the purest aluminium in the industry, the fry pan's cold forged body heats up rapidly and evenly with no hot spots. Three times more energy efficient than cast iron, aluminium is also wonderfully light, eliminating any arm strain. The ergonomic, stay cool handle offers a comfortable grip for maximum control.

The revolutionary cookware boasts exceptional scratch resistance, and effortless clean up. With optimal heat retention and distribution, the pan heats evenly and rapidly for energy-efficient cooking. With Vinod Ultimate experience the ease of nonstick expertise.

Appealing to the eye, this ultra-durable coating has a heart of stone—it is fork-proof, metal-safe and extremely scratch-resistant, increasing the lifespan of your pan. The easy-to-clean surface ensures that no time is wasted on washing and more time can be spent on cooking.

Constructed with soft touch handles, that has a wooden finish, the handle stays cool even while food is being cooked. Commenting on the launch of the newest addition to Vinod Family, Mr. Sunil Agarwal - Director, Vinod Cookware says, "As the name suggests, it is the Ultimate Cookware for the Indian Kitchens, bringing the advanced technology of Cold forged cooking and adapting it to the Indian cooking style. The Cookware that not only looks good, but cooks good too. A complete must have addition to your kitchen!"

With 12 Months Warranty, the 'Ultimate Cookware' is available with leading retail stores in India along with the ecommerce portals.

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 anodized 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'

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