



PHOTOS: SANJAY ANAND/LOCUSTOR; COURTESY: LADY DASH STORES

**New recipe:** Havells turned to kitchen appliances after earning a turnover of ₹1,100 crore in electricals

## What's cooking?

While global players are rushing in, established companies are acquiring regional brands in the **kitchen appliances market**

By Vandana

**R**. Venkat loves shopping with his wife. While she is engrossed in checking out store shelves, Venkat, CEO of Westinghouse, India, studies the market by talking to salesmen and other customers. Westinghouse is a new entrant in the largely fragmented Indian kitchen appliances market. The segment is experiencing an overhaul, thanks to new players, including global majors, and new

strategies of the existing ones.

"With income levels going up, people do not mind spending on products that can make their life easier. Housewives, too, want to make their kitchen experience interesting without wasting time in chopping, grinding, kneading or brewing. House ownership is also going up, so people want modern gadgets in their homes," says Paresh Parekh, partner, retail and consumer products, Ernst & Young.

Westinghouse, one of the largest home appliance companies in the US, and French major Groupe SEB, which produces Moulinex and Tefal, entered the Indian market last year. While Groupe SEB has not laid its cards on the table, Westinghouse is already targeting premium customers with a differentiated product line, which will be available in 42 cities by the end of this year.

Says Venkat: "Lifestyle-conscious