

## Indesit Launches India's First Complete Home Appliances Range

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Indesit, leading manufacturer of household appliances launched India's first ever complete home appliances range with ETA Star Appliances today. In a special preview to the media in Chennai, Indesit launched its TVCs (Television Commercials) and unveiled its flagship brand - 'The Moon' Washing Machine. The company will cater to the premium segment of the home appliances market with the range of stand alone, built in and kitchen appliances range of products.

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ETA Star Appliances a fully owned subsidiary of the USD 5 billion ETA Ascon Star Group, will market and distribute the Indesit range of appliances, under the brand name Indesit, in India. ETA Star Appliances recently signed a marketing agreement with Indesit in February 2008.

Targeted at the young successful double income earning Indians who are constantly looking for open layout apartments and designer styles, the products bring a blend of superior aesthetics and cutting edge technology.

The Indesit brand range will comprise of

- ( a ) A full range of front loading, fully automatic Washing Machines of 5 - 7 kg capacity with the AAA rating. Indesit's designer machine 'Moon'
- ( b ) Frost free large capacity Refrigerators; double door and combi-type (Freezers above and below) with 4 & 5 star ratings
- ( c ) A range of Dish Washers
- ( d ) A range of Kitchen Appliances which will include various sizes and configurations of Chimneys, Hoods, Hobs and stand alone Cooking range models in various sizes.

Speaking on the occasion, **Mr. Simone Galeazzi, Managing Director, Indesit, Asia Pacific**, said *'The Indian consumer market is at its prime and we are happy to launch the Indesit range of home appliances today. Our products will offer to India state of the art products with exquisite styling and finish. With our marketing partner ETA Star Appliances, we are sure that our products will reach as many locations and customers.'*

**Mr. M. Ejazuddin, Director, ETA Star Appliances Pvt Ltd**, said *'Indesit is the fifth largest manufacturer in home appliances range of products and we are delighted to be associated with them. We look at marketing the products in top 30 markets immediately and to be available in more cities by the end of the year.'*

In next financial year, the Indesit brand will present over 60 cities. The company also plans to open exclusive brand shops. The Indesit brand shops will be a one stop destination for the consumer wanting truly world class products. This is a conscious effort of Indesit's worldwide expansion.

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### **About Indesit**

Indesit is Europe's third largest manufacturer of household appliances by market share and the world's fifth. Founded in 1975 by the current chairman Vittorio Merloni and listed on the Milan stock exchange since 1987, the Group posted sales of over &euro;3 billion in 2007, having turned out over 15 million appliances. Indesit Company operates through 18 production facilities and 24 commercial branches worldwide and employs over 17,000 people.

### **About ETA Star Appliances**

ETA Star Appliances was established in January 2008 with the aim of bringing the world's best home appliances and electronic products to the Indian consumer. The company is expecting to target a turn over of Rs. 500 crore by 2013.

The company is part of the USD 5 billion ETA Ascon Star Group. The ETA Ascon Star Group has built an enviable reputation for quality, excellent service and cost-effective technological capability. The group has various areas of expertise and a network which encompasses 163 entities. With associate offices in 27 countries, the group employs more than 60000 people with consolidated sales in excess of USD 5 billion in 2006.

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