

1st, July, 2016

Bajaj Electricals Ltd launches its Premium range of Kitchen appliances - “Platini by Bajaj”

- “Platini by Bajaj” will be retailed exclusively through Amazon.in initially and through Bajaj Electricals retail channels in the future

Mumbai, 1st July 2016: Bajaj Electricals, the country’s leading consumer durable and lighting company has introduced a brand new range of premium kitchen appliances under the brand name “Platini by Bajaj”. This premium range of Kitchen appliances consist of **Platini Stand Mixer, Platini Vitamin Juicer and Platini Bread Maker** which allow you to break from the monotony of life and “**Do More**”. “Platini by Bajaj” series of appliances will be initially exclusively available on ecom major Amazon.in and later will expand to other retail channels.

Amit Sethi, Vice President & Country Head Marketing, Consumer Products Group, said, “Kitchen appliance purchase behavior is evolving from utilitarian to making a lifestyle statement, from generic to specific cuisines. New Age appliances like Stand Mixers, Vitamin Juicers, and Bread Makers cater to the above trend by offering a variety of specialized cooking options. The Platini by Bajaj range of appliances are targeted exclusively at discerning, modern Indian men and women who have a taste for international cuisines and love experimenting with food”

Elaborating upon the new range, **Mr. Sethi** added: “The Platini Vitamin Juicer has a unique slow juicing technology with a patented metal grinding head which preserves the nutritive value of fruits & vegetables. The strong 1,000W motor of Platini Stand Mixer allows users to whip up something new every day, be it cupcakes, cookies, croissants, sausages, minced meat or smoothies. The Platini Bread Maker makes 12 different types of breads & jam at the click of a button.”

Commenting on the launch, Mr. Sumit Sahay, Director Category Management, Amazon India said, “We are very happy to offer our customers across India an exclusive opportunity to own the new Platini range of Kitchen Appliances from Bajaj Electricals Ltd. Customers today are constantly on the lookout for purchasing interesting new products. This is in line with our efforts to enable them an easy and convenient access to the widest range of products, delivered at their doorstep in a fast and reliable manner.

Product	Price
Platini Bread Maker	INR 9999
Platini Vitamin Juicer	INR 16999
Platini Stand Mixer SM01	INR 23999
Platini Stand Mixer SM02	INR 26999

About Bajaj Electricals

Bajaj Electricals Limited, is over 75-year-old trusted company with a turnover of Rs. 4611.95 crores (FY 2015-16), is a part of the US \$ 20 billion (Market Cap of over Rs 1,30,000 crores) "Bajaj Group".

Bajaj Electricals Ltd has declared its results for the fourth quarter and year ended 31st March, 2016. During the year Net sales/income from operations for FY 2015-16 is higher by 8.2% at Rs. 4611.95 Cr over the previous year. PBT for the year is Rs.153.59 Cr. Net Profit for the year is Rs. 95.60 Cr.

Bajaj Electricals Ltd has 19 branch offices spread in different parts of the country besides being supported by a chain of over 5000 distributors and authorized dealers, over 3 Lakh retail outlets for Lighting, over 1 Lakh for Consumer Durables categories, 106 Bajaj Worlds and over 389 Customer Care centers.

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