

TTK Prestige LIMITED



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ISO 9001

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www.ttkprestige.com CIN : L85110TZ1955PLC015049

June 5, 2020

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| National Stock Exchange "Exchange Plaza", C-1, Block G, Bandra- Kurla Complex, Bandra (E), Mumbai – 400 051. | BSE Limited 27th Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001. |
| Scrip Symbol : TTKPRESTIG | Scrip Code : 517506 |

Dear Sirs,

Sub: First ever Prestige Lifestyle Store

We wish to inform you that TTK Prestige Limited will be opening its first ever "Prestige Lifestyle Store" being company's exclusive store in Bangalore to strengthen our position in built-in appliances. The company is issuing a Press Release, a copy of which is enclosed for your files.

Thanking you,

Yours faithfully,
For TTK Prestige Limited,

K. Shankaran
K. Shankaran
Director & Secretary

A  Group Company

(Registered Office: Plot No.38, SIPCOT Industrial Complex, Hosur – 635 126, Tamil Nadu. INDIA)



Press Release
For immediate publication

TTK Prestige unveils first ever Prestige Lifestyle store in Bengaluru

Marks the brand's foray into the luxury kitchen segment with new line of premium products

- *Launches new categories such as dishwashers, built-in ovens and island chimneys amongst others*

Bengaluru, 5th June 2020: TTK Prestige, India's largest kitchen appliances brand, opened the doors of its first-ever Prestige Lifestyle store at Hennur Road in Bengaluru, marking the brand's foray into the luxury kitchen segment. Prestige Lifestyle is a new line of premium stores aimed at catering to the discerning Indian home chef, who seeks a state-of-the-art kitchen. As the leader in the kitchen appliances segment, TTK Prestige's expansion into new categories such as dishwashers, built-in ovens and island chimneys, is in keeping with their existing strategy of gaining a strong foothold in this fast-growing segment.

The new 900 sq ft Prestige lifestyle store provides consumers with an unmatched shopping experience, with over 70 different products to pick from. The range of products combines innovative global technology along with durability to meet the most exacting Indian conditions and cooking habits. The overall plan is to establish a strong footprint for Prestige Lifestyle stores in other select markets. In the first year, 5 new stores are scheduled for launch across India.

Commenting on the new launch, Chandru Kalro, Managing Director, TTK Prestige, said: 'We pride ourselves on placing the Indian home-maker at the core of our business. People's exposure to luxury and a better standard of living is what is fuelling the demand for high-end kitchen appliances. As most of us are spending time indoors, the kitchen is becoming the heart of the home. This means that people are becoming increasingly keen to create a space that epitomizes luxury and comfort. We are immensely proud of our first store situated at Hennur Road and we are sure that Bengaluru residents are going to enjoy their shopping experience. "

The store also offers free installation and smart EMI options for customers to avail of.

About TTK Prestige (www.ttkprestige.com)

TTK Prestige Limited is part of TTK Group. Over the past six decades TTK Prestige Limited, has emerged as India's largest kitchen appliances company catering to the needs of home makers in the country. Every Prestige brand product is built on the pillars of safety, innovation, durability and trust, making the brand the first choice in millions of homes. In April 2016, TTK Prestige launched 'Prestige Clean Home' a range of innovative home cleaning solutions. The company also bought UK based Horwood Homewares in the same month and launched Judge Brand in India in August 2017.