

June 17, 2021

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

**Sub: TTK Prestige's new e-commerce enabled website for its second brand "JUDGE" in India.**

TTK Prestige Limited is launching a new e-commerce enabled website for its second brand "JUDGE" in India.

The company is issuing a Press Release in this connection. A copy of the same is enclosed for your records.

Please take the above information on record.

Thanking you,

Yours faithfully,  
**For TTK Prestige Limited,**

*K. Shankaran*

K. Shankaran  
Whole-time Director & Secretary



## Press Release

### **TTK Prestige Ltd Launches a new e-commerce enabled website for its second brand “JUDGE” in India.**

- Launches e-commerce site - [www.judgeappliances.com](http://www.judgeappliances.com)
- Judge Cookware offers affordable kitchen solutions to value-seeking consumers
- Range of products include pressure cookers, gas stoves, dinner sets and mixer grinders and many others.
- Products are manufactured at various factories across India.

TTK Prestige Ltd extended its e-commerce network to include its leading UK cookware brand Judge, which was launched in India in 2017. The brand is part of the TTK Prestige owned Horwood Homeware company and is targeted at value-seeking customers, who are in the market for quality kitchen solutions at competitive price points. The Judge portfolio includes a vast array of products such as pressure cookers, cookware, gas-stoves, bottles and flasks, mixer grinders, dinner sets as well as small appliances. Judge’s new e-commerce site is [www.judgeappliances.com](http://www.judgeappliances.com), where consumers can find the entire collection for purchase.

With a 100 year legacy in the UK, Judge’s innovative products are renowned for its quality and craftsmanship. The brand offers consumers functionality and performance, with attractive price points ranging from INR 225 up to INR 7995. All products are backed by the after sales network of TTK Prestige.

Mr. Chandru Kalro, Managing Director, TTK Prestige said: “We are pleased to launch the e-commerce platform for Judge Kitchenware and Appliances. This is an opportune moment for us to accelerate the company footprint by catering to a new segment of value seeking consumers, who might be seeking lower price points. Now consumers across the country can avail of high quality and affordable products that can transform their kitchens and their cooking experience.”

The e-commerce platform has very attractive discounts and offers on almost all products ranging from 20 to 30%