

TTK Prestige LIMITED



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www.ttkprestige.com CIN : L85110TZ1955PLC015049

December 4, 2019

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: Launch of Svachh pressure cooker, India's first range of no-mess pressure cookers

We wish to inform you that TTK Prestige Limited is launching a new range of pressure cookers – Svachh Pressure Cookers for which a patent has already been applied.

This pressure cooker can be used on both induction and gas stoves and is available in aluminium, stainless steel and hard anodized in varying sizes.

Pursuant to this, a press release is being made, a copy of which is attached for the information of the stock exchange.

The above information may please be taken on record.

Kindly take the above information on record.

Thanking you,

Yours faithfully,
For TTK Prestige Limited,


K. Shankaran
Director & Secretary

A  Group Company

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



Press Release

India's largest kitchen appliance company TTK Prestige unveils 2020 plans

*Launches Svachh, India's first range of no-mess pressure cookers
(Patent applied for)*

Set to get back to double digit growth in mature categories like pressure cookers

- *Expands distribution across geographies*
- *Svachh launch to rejuvenate the pressure cooker category and solve age-old pain points for customers*

Pune, 4th December 2019: TTK Prestige, India's number 1 kitchen appliance brand, today unveiled plans for 2020, aimed at increasing market share across geographies and getting back to double digit growth in mature categories like pressure cookers. At a press conference, TTK Prestige Chairman, Mr. T.T Jagannathan outlined plans whereby the brand will expand its distribution and launch a series of products in kitchen appliances and cleaning solutions. Currently, TTK Prestige is the leader in India's Pressure Cooker market with a significant market share across India.

TTK Prestige also launched 'Svachh' an innovative range of pressure cookers that is the first 'no mess' pressure cooker in India. The lid of the Svachh pressure cooker was developed after extensive research across markets and is especially designed to control any spillage and ensures that the froth stays on the lid, whilst retaining flavor and preserving nutrition. This addresses a massive pain point for every home cook of having to clean a messy kitchen platform and reducing the amount of time that one spends in the kitchen. The Svachh pressure cooker, which can be used on both induction and gas stoves, is available in aluminum, stainless steel and hard anodized in varying sizes. The Svachh pressure cooker retails from INR 1325 onwards and is available in all Prestige Xclusive stores and leading dealer outlets.

Mr. T T Jagannathan, Chairman, TTK Group said, "TTK Prestige has the legacy of being present practically in every Indian home. We are committed to growing our presence and aim to be the number 1 best-selling range for consumers in India. As market leaders in the pressure cooker category, we endeavor to increase our share in the kitchen appliance space too."



Mr. Chandru Kalro, Managing Director, TTK Prestige said, “TTK Prestige is constantly innovating to introduce interesting kitchen appliances to ease the day-to-day lives of our valued customers. We are the leaders of pressure cookers in the country, having launched the first pressure cooker in India, all the way back in 1955. We are immensely proud of our latest innovation to the pressure cooker family, that will serve as the perfect gadget to enable home cooks to not only spend less time in the kitchen but to also churn out nutritious and flavorsome food.”

About TTK Prestige (www.ttkprestige.com)

FEATURES:
UNIQUE LID | MINI METALLIC SAFETY PLUG
DURABLE HANDLES | ANTI-BULGE INDUCTION BASE

Nakshatra/Nakshatra Plus Svachh Pressure Cooker **Nakshatra Plus Svachh Hard Anodised Pressure Handi**

Clip On/Clip On Mini Svachh Pressure Cooker **Svachh Pressure Cooker** **Svachh Hard Anodised Pressure Cooker**

GAS & INDUCTION COMPATIBLE **5 YEAR WARRANTY ON PRODUCT**

Jo apnon se kare pyaar, woh Prestige se kaise kare inkaar.

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