



June 15, 2022

To,

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001
Scrip Code: 543260

National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051
NSE Symbol: STOVEKRAFT

Dear Sir/Madam,

Sub: Investor Release- June 15, 2022

We are enclosing herewith Investor Release dated June 15, 2022.

Kindly take the same on the record.

Thanking you,
For Stove Kraft Limited



Elangovan S.
Company Secretary



Stove Kraft Limited

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Kanakapura Taluk, Ramanagera District, Bengaluru, India- 562 112

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Investor Release

Stove Kraft to open 35-40 new exclusive Company owned and Company operated retail stores in Karnataka in next 12 – 18 months

Karnataka, 15 June 2022

Stove Kraft is pleased to announce the opening of its first company owned and company operated retail store in Frazer town of Bengaluru. The store will offer entire range of products including cookware, cooktops, small appliances and LED products sold under Pigeon brand.

Over next 12-18 months, the Company is expected to open 35-40 such additional company owned and company operated retail stores in the state of Karnataka.

Commenting on this development, Mr. Rajendra Gandhi, Managing Director said,

“This is an important milestone in the growth journey of Stove Kraft and underlines strong consumer sentiment and business environment. Through these stores, Stove Kraft will continue to offer diversified product portfolio at an attractive price point to its customers.”





About Stove Kraft Limited (SKL)

SKL is a kitchen solutions and an emerging home solutions brand. It is one of the leading brands for home and kitchen appliances in India, and one of the dominant players for pressure cookers and amongst the market leaders in the sale of free-standing hobs, cooktops and non stick cookware. SKL is also engaged in the manufacturing and retail of a wide and diverse suite of home and kitchen solutions under the Pigeon and Gilma brands and propose to commence manufacturing of home and kitchen solutions under the BLACK + DECKER brand, covering the entire range of value, semi-premium and premium home and kitchen solutions, respectively.

The flagship brands, Pigeon and Gilma, have enjoyed a market presence of over 15 years and enjoy a high brand recall amongst customers for quality and value for money. SKL has well-equipped and backward integrated manufacturing facilities at Bengaluru (Karnataka) and Baddi (Himachal Pradesh), which enables the Company to control and monitor the quality and costs.

SKL has a separate distribution network for each of the Pigeon, Gilma and BLACK + DECKER brands. Further, there is a separate distribution network for the Pigeon LED products. The manufacturing facilities in Bengaluru and Baddi are well connected with 9 strategically located C&F agents. Additionally, SKL has 700+ distributors in 27 states and five union territories of India and 12 distributors for the products that are exported. The C&F agents and distributors are, in turn, connected with a dealer network comprising of over 79,000+ retail outlets, which are driven through a sales force of 600+ personnel.

Contact Details:

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Safe Harbor

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