



04 December 2023

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: Press Release – 04 December 2023**

We are enclosing herewith Press Release dated 04 December 2023.

Kindly take the same on the record.

Thanking you,

Yours faithfully,  
For Stove Kraft Limited

Shrinivas P Harapanahalli  
Company Secretary & Compliance Officer

**Stove Kraft Limited**

#81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area,  
Kanakapura Taluk, Ramanagara District, Bengaluru, India- 562 112

+91 80 28016222 | +91 80 2801 6209 | info@stovekraft.com





## Stovekraft Forays into North India with the Launch of its First Exclusive Pigeon Brand Outlet in Delhi

*~Plans to launch 5 more exclusive stores in the next quarter across Delhi-NCR Region~*

**Delhi, December 04, 2023:** Stove Kraft Limited, a leading name in innovative Cookware, Kitchenware Appliances, and Consumer Lighting, has launched its first exclusive Pigeon Brand Outlet in Mayur Vihar, New Delhi. This marks the company's first exclusive retail store foray into the North Indian market. The objective behind this is to meet the growing demand from consumers seeking better in-store shopping experience. The company intends to open 5 more exclusive stores across the Delhi-NCR market in next 30 days.

The exclusive Pigeon brand outlet in Delhi covers an area of 610 square feet (sq ft). This strategic expansion of exclusive brand outlets enables the company to increase its footprint in North India, thereby enhancing its market position in the country. Currently, the company has 124 exclusive retail outlets across Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana.

**Mr. Rajendra Gandhi, Managing Director of Stovekraft,** highlighted the company's commitment to delivering quality products to Indian households. *"At Stovekraft, our mission is to bring high-quality kitchen appliances to the masses. We believe in providing products that enhance the culinary experience of every household. With the opening of our first store in North India, we are excited to continue our journey of offering reliable and innovative solutions to our customers."*

The new Stovekraft store in Delhi is a reflection of the company's dedication to providing top-notch kitchen appliances and unparalleled customer service. With a comprehensive range of products, including gas stoves, chimneys, pressure cookers, cookware, and many small domestic appliances, Stovekraft continues to set new benchmarks in the kitchen appliances industry.

**Mr. Mayank Gupta, Chief Growth Officer at Stovekraft,** expressed his excitement about the company's foray into North India, stating, *"The opening of our 125th store in Delhi is a moment of pride for Stovekraft. We are thrilled to bring our innovative and reliable kitchen appliances to the discerning consumers of North India. This marks the beginning of our expansion plan in the region, and we aim to open approximately 5 more stores in the Delhi NCR region within the next 30 days."*

Stovekraft also confirmed that it will have 150 stores before the end of December 2023, and plans to open another 150 stores in 2024.

**Dr. M Nanda, Chief Marketing Officer of Stovekraft,** emphasized the role of exclusive retail outlets in elevating the brand. *"Our retail presence is integral to establishing a deeper connection with our customers. The physical stores provide an immersive experience, allowing consumers to interact with our products first-hand. This not only enhances brand visibility but also builds trust and loyalty. We are confident that our retail expansion will contribute significantly to the elevation of the Stovekraft brand."*

### Stove Kraft Limited

#81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area,  
Kanakapura Taluk, Ramanagara District, Bengaluru, India- 562 112

+91 80 28016222 | +91 80 2801 6209 | info@stovekraft.com





As Stovekraft embarks on its expansion journey in North India, the company takes pride in the overwhelming love and acceptance received from consumers across its existing stores in South India. This positive response from customers in the south has been instrumental in motivating Stovekraft to extend its footprint.

Stovekraft remains dedicated to upholding the trust placed in us by consistently providing reliable, high-quality kitchen appliances that enhance the culinary experiences of households. We look forward to extending this tradition of excellence to our new store in Delhi and beyond, as we continue to innovate, elevate, and serve the diverse needs of our cherished customers.

### Stove Kraft Limited

Stove Kraft Ltd (NSE: STOVEKRAFT /BSE: 543260 ) stands as India's premier kitchen appliances brand, established by Mr. Rajendra J Gandhi. Evolving from kerosene wick stoves in 1994, it now offers 600+ products under Pigeon, Gilma, Black & Decker, and Pigeon LED. With a turnover exceeding Rs. 1000 Cr., its presence spans the nation through 25 Super Distributors, 600 Distributors, and 61,000 Dealers. Stovekraft's global footprint encompasses 12+ countries, including the USA, Middle East, and Africa, serving clients like Walmart and Big Lots.

Stovekraft has the largest manufacturing facility for kitchen appliances in the Harohalli Industrial Area, Near Bangalore. The second manufacturing unit is at Baddi, Himachal Pradesh.

### Stove Kraft Limited

#81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area,  
Kanakapura Taluk, Ramanagara District, Bengaluru, India- 562 112

+91 80 28016222 | +91 80 2801 6209 | info@stovekraft.com

