

The joy of cooking now at your fingertips...

Godrej Appliances Launches the InstaCook Range of Microwave Ovens

Offering 40 InstaCook Menus at the touch of a button

Kolkatta, January...., 2010: There is nothing more satisfying than cooking an exotic dish for the entire family to enjoy. But today's lifestyle moves at a frantic pace, there are loads of choices when it comes to food and there are so many cuisines in India itself that everyone is keen to try out something different all the time. For a fast paced lifestyle where tastes are changing and cooking ought to be convenient, shouldn't the way we cook change too?

With this in mind, Godrej Appliances, one of the largest players of Home Appliances in India who has always believed in delighting its consumer with relevant technology in a wide range of efficient products, has launched its new range of microwave ovens - 'The **InstaCook Range of Microwave Ovens**' with which the joy of cooking is now at your fingertips. This new range of Microwave Ovens offers the consumer 40 InstaCook Menus at the touch of a button.

Preparing mouth watering recipes cannot get simpler than this. All one has to do is to follow 3 simple steps:

#1: Choose the recipe from the list of recipes mentioned on the top of the Microwave Oven

#2: Rotate the jog dial in the anti-clockwise direction to go to the corresponding InstaCook Menu under which the recipe is present and press start

#3: Place the ingredients inside the Microwave Oven and set weight and then press the start button

Godrej Appliances has launched four specialised models of Microwave ovens under the **InstaCook Range** - Two models in the 25 litres Convection segment, one model each in the 20 litres Convection and 20 litres Grill segment in Kolkatta, offering the highest number of menus in the microwave category at the touch of a single button.

Says Mr. Ramesh Chembath, General Manager, Godrej Appliances, “**The InstaCook Range**’ represents the company’s efforts to continuously introduce innovative, new technologies for the Indian consumer. As per our research, the Indian audience is constantly looking out for convenient products to match up to their fast-paced lifestyle. Taking this convenience factor in mind, we have developed a trendy range of InstaCook Microwave Ovens designed to adapt to all kinds of Indian cooking while retaining its freshness and taste. This range is differentiated on account of the

unique benefit that - it offers 40 InstaCook menus at the touch of a button”.

We aim to capture a sizeable part of microwave market in Kolkatta by increasing our market share from 15 % to 25 % by the next fiscal. With the InstaCook Range of products we are targeting topline markets such as Kolkatta, where consumers will be able to experience the latest technology for convenient cooking”, he added.

The InstaCook range of microwave ovens is available with accessories like a crispy tray, vertical rotisserie, steam clean bowl, starter kit and a cook book. With InstaCook there is no need to set mode, power level or time to prepare the recipe. The 40 recipes are specially handpicked from various Indian and international cuisines and covers everything from Tea to Main Course. The list is a good mix of everyday recipes as well as exotic dishes. This range of the InstaCook Microwave Ovens is priced between Rs. Rs 6,490/- to Rs. Rs 10,290/- MRP and is available across all Godrej Appliance outlets & other major appliance stores across Kolkatta.

Godrej Appliances is planning to promote the InstaCook Range of Microwave Ovens through aggressive Ground Activation across India which will consist of the contact programs such as exhibitions, society contact programs, group demos, in-shop demonstrations, etc. in order to reach five lakh consumers in the span of three months

About Godrej Appliances

The Godrej Group is one of the largest players of Home Appliances in India and has always delighted the consumer with relevant technology in a wide range of efficient products. In 1958, Godrej was the First Indian Company to manufacture Refrigerators and has become synonymous with the category. Godrej pioneered the launch of Polyurethane Foam (PUF) which became the new benchmark for the refrigerator industry. In the last 1 year, Godrej has introduced 104 new products across various categories- Refrigerators, Air conditioners, Microwave Ovens, Washing Machines and DVD Players. With new innovative technologies like Silver Shower technology in refrigerators, i-Sense and EM5 in Air conditioners, Steam Microwave Ovens, DAC+ in Washing Machines etc, Godrej is redefining the technology space in Indian Appliances context.

For more information contact

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