

FABER

A I R M A T T E R S

The 8,000-year-old history of Indian cuisine reflects multiple cultural influences – Middle Eastern, Central Asian, Portuguese, Chinese, British and French. Though every region in the country boasts its own ethnic specialities, the one constant factor across them all is the use of spices and oil. Though these add flavour and aroma, they also lead to smoky, smelly kitchens with greasy surfaces. Fortunately, another cultural culinary addition has come to the rescue – Franke Faber chimneys and hoods. Of Italian origin, they are becoming a vital part of Indian kitchens. Faber not only introduced chimneys and hoods in India, but also grew the market to become the country's reigning No.1 brand in the category with a 70% share of all hoods installed over the last twenty years*.

Market

There was a time in India when kitchens were built a distance away from the main house – to keep the smoke away. Urban India, with its high-rise apartments and a growing working population, is seeing the entry of smart kitchens, equipped with appliances that help save time, effort and energy. The home appliance segment is one of India's fastest-growing industries and the kitchen appliances market is expected to grow over 29% between 2015 and 2020. With the electrification of rural areas, the rising influence of social media and the popularity of online sales, the rest of India is fast catching up with urban India and generating almost one-third of the revenue in this segment. Faber is gearing up to expand beyond urban India through increased production and franchisee partnerships.

The ever-expanding Indian middle-income segment, with higher disposable incomes and easy access to credit, is eyeing aspirational lifestyles. Retail chains have become the key contributors to raising awareness levels about global trends. Builders of premium residences are designing

contemporary kitchens and fitting them out with built-in gadgets and appliances. Faber's chimneys and hoods follow sleek lines to fit seamlessly into the new modular kitchens.

A decade ago, appliance offerings for the kitchen included an exhaust fan and a cooktop. With heightened awareness of international lifestyles and the advent of modular kitchens, consumers are now replacing these fans with hoods that are more effective and aesthetically appealing. The Indian kitchen hoods market stood at US\$ 132 million in 2017 and is projected to grow at a CAGR of over 15%, to reach US\$ 313 million by 2023. With an installed base of more than 1.5 million hoods and 70% share of all hoods installed over the last twenty years in India*, Faber, with its technological innovations, is contributing to this growth by producing hoods and chimneys that provide efficient space utilisation, superior functionality and designer looks. Today, with an impressive 24% market share it is the No. 1 hoods brand in India*.

Not just in India, Faber is a market leader in all the countries it is present as a consumer brand

which includes Sweden, Ukraine, Russia, Italy and France.

Achievements

Today, Franke Faber is acknowledged as the pioneers and innovators in inventing technologies for kitchen appliances. But when it entered the

FABER HAS A SERVICE NETWORK ACROSS MORE THAN **500 TOWNS** IN INDIA

Indian market in 1997 it was seen as taking a risk. By painting a picture of a smoke-free and grease-free lifestyle, it managed to get a foothold right in the heart of Indian homes – the kitchen. The company's most commendable achievement has been to single-handedly develop the category for electric chimneys and maintain a leadership position in India, notwithstanding the new entrants in the market.

After weathering multiple challenges between 2000 to 2015 that led to accumulated losses and a severe cash crunch, Faber made a powerful

PRESENTING
FABER
AEROSTATION

THE WORLD'S **ONLY** CHIMNEY WITH COOLING FAN AND AIR PURIFIER.

COOLING FAN

WORLD'S ONLY **3-IN-1** CHIMNEY

AIR PURIFIER CHIMNEY

AVAILABLE IN EXCITING FINISHES

LOVE COOKING.
LOVE THE KITCHEN.

comeback. By drawing deep into a resolve to succeed, Faber literally rose like a phoenix from the ashes and lived to become a debt-free company with cash reserves. The smoke of past upheavals cleared to reveal favourable profits and a higher turnover.

The turnaround and transformation filled the Faber team with a sense of accomplishment. Their pride in the company's achievements has been rewarded with the Great Place To Work certification. Faber's brand affinity scores are at an all-time high and have reinvigorated the company to a new level of optimism.

In many parts of Europe, every second hood is a Faber hood. To arrive at this position of leadership Faber has conformed to all European safety standards. Its guarantee of high quality has been certified by the IMQ, Europe's leading independent assessment organisation that certifies safety, quality and performance.

Today, Faber's products are synonymous with superior quality and design. While consumer satisfaction is a valued index, what's been equally satisfying is getting certified for quality, safety and environment by SGS for a system that operates within ISO norms. Another honour that speaks highly about Faber's commitment to quality is the trust placed in its trial laboratories by major international bodies for certification and approval. Faber labs carry out tests for these organisations for conformity of products using the most stringent quality control measures.

History

Perhaps inspired by the fact that bakeries in Rome had kitchen chimneys nearly 3,000 years ago, the Faber Spa group was founded in Italy in 1955 by Professor Abramo Galassi to create chimneys. What followed was a series of firsts in this category. The company produced the world's first cooker hood in 1963. Faber was also the first to implement glass visors in 1966 and to fully automate its production process to speed up production. On observing the evolution of the kitchen into a sophisticated, well-designed extension of the house, Faber developed the first decorative canopy hood in 1986.

As the pioneers and innovators in creating technology for kitchen appliances, Faber has constantly explored ways to improve air treatment methods. The company's in-house R&D in Italy, Turkey and India has teams of experts to invent and patent innovative and user-friendly technology that can be adapted globally. Not surprisingly, the company has been the innovation driver in kitchen technologies the world over and now has a turnover of €220 million.

With the acquisition of several productive sites, Faber expanded its presence across three continents, with seven plants in six countries - Italy, Sweden, France, Turkey, India and Argentina, a marketing office in the US and a representative office in Russia. A turning point in Faber's timeline was the tie-up in 2005 with the Franke Groupe, a major Swiss leader in kitchen systems, through which it was assigned the critical hoods business unit. To gain a presence in the large Russian market, three years ago Faber acquired Elikor, a market leader of chimneys and hobs in Russia.

In just twenty years, Franke Faber, an Italian brand, with Swiss connections, has become a major culinary influence in India and leads the

country's kitchen appliances sector. India has become not only a key market, but also a production hub for Faber. Its Pune-based headquarters and plant is equipped with state-of-the-art technology to produce world-class hoods and chimneys that are exported to the Asia Pacific and Middle East regions.

Product

Underlying each of Faber's products is one common feature: thoughtfulness. Faber puts a lot of thought into each of its products by thinking about the customer's changing demands, global trends in design and technology and how best to adapt tech to improve life styles. Since its inception, Faber has been imagining, designing and manufacturing products that can turn the kitchen from just a working space to an enjoyable experience. After having invented chimneys and transforming kitchens, Faber has always managed to stay a step ahead of the rest. By using technology that's well ahead of the times, the company has a product range that almost seems futuristic in terms of concept and utility.

Faber not only invented the electric chimney, but also offered the world's only 3-way and 4-ways suction hoods that suck in smoke much faster, with lesser noise. Then came the hoods with touch control and hoods with built-in air conditioners. Each of Faber's hoods seem to vie with each other in terms of features. The 3D hood with T2S2 technology has 25% greater

suction area and 15% better grease absorption. The 3-in-1 Hybrid Generation Klima cleans, heats and clears the air across 40 square metres of space. The F-light Generation hoods are remote-controlled and fitted with Sil-K tech to reduce noise. Faber has also patented its triple layer baffle filter which creates an impenetrable grease barrier with its cut and clean technology, while ensuring highly effective suction with zero clogging. Its rising popularity can be credited to the fact that it can be easily cleaned – a real boon to Indian houses.

It seems impossible to stay cool in a hot, humid sweaty kitchen. But Faber makes it possible with its latest innovation - the Aerostation 3D - the only one of its kind in the world. With an integrated 3D chimney, a fan and an air purifier, the hood utilises spot-cooling and air-purification technology that creates a sweat-free environment and simultaneously purifies the air. This modern marvel uses two separate motors to drive the 3D chimney and the spot cooling. Pre-fitted with HEPA filters to trap up to 80% of dust, smoke and pollen, the Aerostation promises a cool, hygienic and smoke-free cooking experience. It doesn't lag behind when it comes to looks either with its three designer finishes of Alligator Black, Antique Silver and Antique Copper.

Recently the segment has seen the entry of international brands. To stand out amongst the competition, Faber kick-started its Platinum Studios, a premium retail experience that lets the brand be distinguished by its competitive features. Faber's spacious showrooms showcase the entire range of appliances from hoods, hobs and kitchen appliances



to sinks and biowaste dispensers. The sales and after-sales teams are put through hundreds of training programmes to explain features and conduct customer demos. Faber has 120 service franchisees nationally with over 900 service technicians across more than 500 towns in the country to handle installations, repairs and cleaning.

Recent Developments

To give legs to its unique Platinum Studio retail concept and make it travel globally, Faber turned to VR. Through its online virtual experience centres customers can tour the studio virtually from anywhere in the world and get a 360-degree view of the product range. On the e-commerce front, Faber has set up its own website – Faberkart.com and launched its global kitchen appliances brand, Eurodomo, exclusively with Amazon - to give customers the option of purchasing its products online.

Promotion

Faber reaches a wide audience through a strategic media mix. It runs print ads across dozens of national publications as well as regional language publications to reach the now growing rural market. On social media, Faber engages with customers through Facebook, YouTube and Twitter. A combination of long-format demo films with short benefit-centric films highlights Faber's unique product features.

Seeing the extensive coverage and viewership gained by the Indian Premier League, Faber entered the fray as an associate sponsor of the Power Play League (PPL). Through sponsorships of both national and regional channels, Faber has extended its reach across all socio-economic sectors nationally.

Brand Values

Franke Faber's mission is to hit that sweet spot between aesthetics and functionality with all its solutions. It follows a thumb rule of simplicity in design and innovation for contemporary homes that value time.

While attention to all details concerning quality, safety and environment is key, Faber's ultimate quest is to partner its customers and create memorable and enjoyable experiences at home.

Things you didn't know about FABER CHIMNEYS

- * Faber is the only appliances company in India to provide a lifetime warranty for all the hoods manufactured in the country
- * Faber in India has an installed base of more than 1.5 million hoods and has the largest service network in the category to support it
- * One out of every two families in Italy has a Faber chimney

faberindia.com

*Source: internal estimates

