



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

Today, the organised sector in Kitchen Appliances market is led by TTK Prestige and it controls nearly one-third of the pressure cooker and non-stick cookware category. Driving this is the new-age woman who is increasingly seeking compromise-free products and gadgets that make life simpler. It is here that Prestige excels. Almost every safety device in pressure cookers has been innovated by this exceptional brand. Not surprisingly, the brand enjoys the trust of millions of people.

### Market

Kudos to the new-age woman who is successfully juggling a career and a home. Keeping pace with the modern woman's needs, kitchen appliance brands have found innumerable ways to reach out to her. Today, this once neglected kitchen outshines the rest of the house. Driving the market are time-saving, innovative and aesthetically designed products for the kitchen – smart modular spaces, state-of-the-art electrical gadgets, lifestyle enhancing products like grain grinders, vegetable choppers, hand mixers, OTGs, intelligent hand-gesture controlled electric chimneys and a host of other devices for the well-travelled urban Indian families to indulge their palettes.

Trade has grown exponentially keeping pace with the times as increasing demand for products that make the homemaker's life a little more convenient. Keeping the same convenience and approachability at its core, e-commerce has boomed to make these appliances available and affordable at the same time. Alongside, India's vast rural area is increasingly consuming branded products. All these drivers have contributed to the kitchen appliances category growing by double digits year on year. Brand Prestige has stood strong on its four pillars of innovation, convenience, aesthetics and health, driving home the advantages to its customers. For the brand, every small effort to enhance its consumers' life, counts.

The industry is navigating a wave of successful introductions, well packaged and screaming to be taken home from store shelves. However, the one product that is an absolute necessity ever since and cuts across every economic barrier is the pressure cooker. It remains the kitchen's most valued item and Prestige remains the most revered and favoured brand name. Needless to say – Prestige, has stayed on top of its game with innovations to suit every generation and make cooking a pleasure rather than a chore. Its recent launch of most differentiated pressure cookers – Svachh, have done exceptionally well. This first of its kind pressure cooker, with its unique spillage

control lid, provides all the advantages and efficiencies of pressure cooking while making its users' life a lot more convenient. No wonder the market has reacted enthusiastically and adopted Svachh as a game changer.

### Achievements

In a highly competitive market, one of the hardest things to attain is consumer loyalty. It is here that Prestige has excelled. The company enjoys the trust of millions of people over generations. Prestige pioneered the pressure cooker category

unexplored mind space of its core consumer – the lady of the house. Of course, other home products followed, and Prestige forayed successfully into the home-cleaning segment with its range of cleaning equipment under Clean Home.

Behind consumer bonhomie is a company that worked hard to bring to the market products and innovations that the housewife sought. It is this that helped make Prestige the market leader. The brand was responsible for the introduction of the unique gasket release system, the gasket offset

device, the pressure indicator, and the induction enabler, among others. All of these have now become industry standards. The company has also launched several new pressure cooker variants including the pressure pan, pressure handis, pressure kadhais and now, the patented microchef – a unique pressure cooker that works in a microwave oven. It has also set in pace a revolution with the launch of the multi-purpose, double-handle Clip-On pressure cooker range. With its uniqueness, internationally lauded standards, convenient multi-utility features and advanced safety standards, this is more than just a pressure cooker.

Clearly, a revolution has been taking place silently

and steadily. In the last decade alone, Prestige has grown exponentially. Today, it also leads the industry in small kitchen and grinding-appliances, kitchen aids, electro-domestics and kitchen tools. Its pioneering spirit extends into the marketing space as well and the proof lies in Prestige Xclusive – a unique vertical that has set a new benchmark for the industry. Today, there are more than 570 Prestige Xclusive stores spread across 333 towns, making TTK Prestige the largest kitchen retailer in the country.

With quality as a key ingredient in its offering, the company became the first kitchenware corporation in India to receive the ISO 9001:2000 certification. Its production benchmarks were made compliant to every important global standard such as the British Standard and the UL certification in the US, among others. It is also the



in the Indian market and remains the market leader, commanding a share estimated to be at over 25% for pressure cooker category (Source: Market Pulse). Initially, when launched in the 1950s, pressure cookers aroused fear and suspicion in the public mind. Long before live product demonstrations became an accepted

**60  
YEARS**

after it pioneered pressures cookers in India, Prestige continues to be the category leader by far

promotional tool, Prestige was already making house-to-house visits, allaying apprehensions, and inspiring confidence in consumers. This act made Prestige a household name. Indeed, the familiarity with the brand and trust thus generated paved the way for Prestige to venture into the hitherto

only Indian manufacturer to have the PED/CE certification, which is the European standard for pressure cookers. Most recently, it has also earned the distinction of bringing ISI certified stainless-steel pressure cookers into the market. This adherence to stringent standards of quality has shown up in the awards that the brand has won over the years. It has been felicitated globally with everything from product design to marketing excellence and from retail awards to franchise distinction. For the seventh time consecutively in 2019-20, Prestige has been selected Superbrands by consumers, an exclusive distinction in its category.

### History

The genesis of TTK Group goes back to 1928 when the company started importing various consumer products and distributing them in India through organised channels. Imports of Pressure cookers started in 1951

from the UK. In 1959, it set up its first production facility in Bengaluru and launched the first India-made pressure cooker. It expanded into cookware in 1994 and from the year 2000 it started expanding into gas stoves and electrical kitchen appliances.

Innovations were essentially market-led that allowed the brand to expand its product portfolio. Today, its introductions are not simply industry benchmarks and standards, many of these are being replicated by competitors. Prestige has always stayed ahead of the curve by coming up with purposeful, thoughtful innovations.

TTK Prestige Limited is listed on both the Bombay Stock Exchange (BSE) as well as the National Stock Exchange (NSE).

### Product

Brand Prestige is built on the pillars of safety, innovation, durability and trust, substantially driven by research. Continuous market research and analyses is done to modify its product offerings, introduce brand extensions and innovate new models that follow the dictates and needs of an evolving consumer.

Prestige is the only player to operate nationally in both the outer and inner lid pressure and the clip-on cooker market. The company has developed the country's widest range of non-stick cookware and is now also rolling out products in allied segments. In line with its mission to be a total kitchen solutions provider, it has expanded into a full range of cooking and grinding appliances, kitchen tools and electro domestics.

The company's state-of-the-art manufacturing capabilities and strong R&D facilities have helped the brand deliver more technologically advanced products. Expertise in metals and deep cultural knowledge of the market has inspired a host of cookware range from healthy non-stick

layer coated cookware in aesthetic range of colours to hard anodized, sophisticated cookware built for culinary experts.

The brand's foray into cleaning solutions with Clean Home has been a visible success. The brand has garnered more credibility and acceptance amongst its core consumers. Fusing the timeless values of traditional water purification in copper vessels and new-age, advanced purification systems, Tattva water storage purifiers have become a household name in India.

The pioneering efforts of starting its own retail with the Prestige Xclusive showrooms has paid rich dividends and many new initiatives that are customer-centric are being developed. This will almost certainly strengthen Prestige's bonds with its customers.

### Recent Developments

The brand went through immensely important period of expansion at a global scale four years ago with acquisition of the iconic Horwood, UK and its popular brands of Judge and Stellar. So far dominated by the unorganised sector, the brand recognised the untapped market across Tier II, Tier III towns of India that aspired to modern day living standards with branded products but at lower price points. With the launch of Judge and its range of superior products, this latent market now has access to quality kitchen appliances ranging from traditional pressure cookers to next-generation mixer grinders and induction cooktops.

Prestige has also kept a close watch on the potentially explosive rural segment. The brand has stepped up efforts to increase its market penetration and presence. It has launched its exclusive range of Judge pressure cookers, cookware, gas stoves, induction cooktops and mixer grinders.



have won national acclaim. Its Happy Exchange Offer commercial has grabbed regional awards and the Whistle and Win advertising has won plaudits from customers.

When the company researched its communication strategy, it came up with the finding that, its iconic line – Jo Biwi se Kare Pyaar, Woh Prestige se Kaise Kare Inkaar – still held sway. In a mega advertising campaign, it brought it back with Bollywood's power couple, Aishwarya Rai Bachchan and Abhishek Bachchan playing brand ambassadors.

Keeping with the times the brand contemporised itself affirming to the spirit and lifestyle of the truly liberated homemaker. And to make this clear, the brand expanded its boundaries with a simple tweak of its iconic line to make it – Jo Apron se Kare Pyaar, Woh Prestige se Kaise Kare Inkaar. And with this subtle shift the relevance and philosophy of the brand aligned with the new consumer.

With this shift, Prestige appointed a new brand ambassador who not only personified but also embodied this independent, approachable, and yet dynamic personality. Who else but the super woman Padma Shri Vidya Balan herself? Her voice and affable, relatable persona resonated instantly amongst the masses and the brand endeared even more to its core audience.

### Brand Values

As an acknowledged industry pioneer, Prestige has always stood by the values ingrained by its promoters, thus standing the test of time. These unambiguously state that providing innovative and quality products and services at affordable prices and excelling in everything it delivers to the marketplace is at the heart of the brand. It is these values that the company assiduously guards and treasures, making it a truly timeless brand.

### Promotion

It is not just in product innovation that Prestige leads. In product promotions, too, it has a fine record of leading the industry. In this quest, Prestige has

pioneered several marketing activities like its highly successful offers – Anything

for Anything exchange offer, Shubhutsav festive offer, New Year's Super Saver offer and its Show and Sell display contest for dealers.

The concept of free service camps was initiated by Prestige and is now an annual feature that attracts massive consumer and trade involvement. Cookery contests are regular affairs which witness spirited consumer participation, en masse. With digital proliferation and impact of market influencers, Prestige has extensively engaged itself in the digital ecosystem, organising blogger congress and associations with prominent industry experts.

Prestige has always had a larger-than-life presence on TV and print media where the company is the leader in share-of-voice in its category. Many of its communication strategies



### Things you didn't know about PRESTIGE

- \* Almost all the safety systems in the outer lid pressure cooker have been pioneered by Prestige
- \* Prestige is India's largest kitchen appliances brand. It enjoys leadership in Pressure Cookers, Cookware, Induction Cooktops, Rice Cookers and value-added Gas Stoves
- \* Prestige Xclusive is India's largest specialty chain store retailer for kitchen appliances
- \* 60 years after it pioneered pressure cookers in India, Prestige continues to be the clear leader in the category – the next largest pressure cooker brand is a distant second