

## ETA Star unveils Indesit home appliances range

— Bijoy Ghosh



*New range:* Mr Simone Galeazzi (right), Country Manager, Asia/Pacific, Indesit, and Mr Ejazuddin, Director, ETA Star Appliances Pvt Ltd, at the launch in Chennai on Monday.

### *Our Bureau*

Chennai, April 21 ETA Star Appliances Pvt Ltd on Monday launched a range of home appliances from the brand Indesit.

ETA Star, a wholly owned subsidiary of \$5-billion ETA Ascon Star Group, is in pact with the Italian brand to distribute and service the latter's range of home appliances in India.

The company in the first phase introduced a premium range of front-loading washing machines, refrigerators, kitchen tables, chimneys and dishwashers.

Announcing the launch in Chennai, Mr M. Ejazuddin, Director, ETA Star Appliances Pvt Ltd, said the company will use its existing distribution network to reach products across markets. "We have so far identified 600 multi-brand outlets in 30 cities and are planning to add another 200 outlets in 30 more cities soon," he said. According to him, the company is also planning to open 15 exclusive brand outlets in the first three to six months and will expand it to 30 in a year from then.

As for after sales service facilities, Mr Ejazuddin said, the company has signed on 42 franchisees and imparted necessary training for their people. "We will add another 18 to take the total number of franchisees to 60 before the end of this year," he said.

The company has set aside Rs 10 crore to promote the brand in the first year.

Earlier, the company launched the Vestar brand of LCD televisions in the Indian market. Asked about the demand for the brand here, Mr Ejazuddin said it has sold out all the 2,500 units that came in the first consignment and will soon bring in more.