AVANTHA
GROUP COMPANY

Smart solutions.
Strong relationships.

For immediate publication **Press Release**

Crompton and SOGO partner to widen consumer appliances portfolio

- Wider choice with advanced solutions in consumer appliances
- Elegant, efficient, functional smart kitchen appliances
- Kitchen Appliances segment has grown at 14% in the past 3 years

Mumbai, June 23, 2015: Crompton - India's most trusted electrical brand has entered into a long term alliance with SOGO, a European player in consumer appliances. The Spanish consumer appliances company is engaged in the marketing and worldwide sales of kitchen and home appliances and personal care products under the brand name SOGO since 1981. This alliance enables Crompton to offer a new range of high performance Kitchen Appliances to the Indian consumer.

Through this alliance Crompton will leverage SOGO's robust cost effective supply chain to introduce the new range of products through its well established distribution network with a target of reaching 9000 premium retail counters. The high volume procurement projected will enable both Crompton and SOGO to achieve higher competitiveness.

Crompton has invested in building trust and delivering an engaging customer experience over a span of 77+ years and bears the advantage of developing consumer electricals adapted to the Indian market and its discerning consumer base for generations. By enhancing its portfolio to appeal to the new generation audience and most importantly reach out to its loyal customers in India, Crompton is widening its lead with this move. The kitchen appliances segment has been growing at 14% in the past 3 years and we expect it to grow faster in the future.

SOGO will provide market intelligence and access to its international design houses to develop unique products for the Indian consumer. With increasingly complex and time-pressured lifestyles the demand for easy-to-use products and services with uncomplicated designs and clear value-benefit, is on the rise. Crompton is focused on consistently increasing its suite of ***consumer appliances*** that are elegantly designed, functional and ***smart*** *to help discerning consumers* enhance their ***home's*** efficiency and style.

Chairman and CEO**, SOGO GROUP, Mr. Satish Raisinghani**, said "It is our proud privilege to partner with India's iconic brand Crompton. SOGO has vision, honesty, devotion and strives to increase every customer's overall satisfaction and trust".

Commenting on this strategic alliance, **Avantha Group Company CG's CEO and Managing Director Mr. Laurent Demortier** said, "We are excited to collaborate with SOGO. Crompton has a long-standing

heritage of delivering high performance consumer appliances for the Indian market and is always seeking technologies to better serve our customers. This partnership with SOGO was a natural fit to support our strategy in providing new generation consumer appliances that affect a comfortable lifestyle."

About CG

Avantha Group Company CG is a global pioneering leader in the management and application of electrical energy. With more than 15,000 employees across its operations in around 85 countries, CG provides electrical products, systems and services for utilities, power generation, industries, and consumers. The company is organized into four business groups: Power, Industrial, Automation, and Consumer.

For more information on CG, please visit: www.cgglobal.com

About Avantha

The Avantha Group's entities in diversified sectors include Crompton Greaves (power transmission and distribution equipment and services), BILT (paper and pulp), The Global Green Company Limited (food processing), Biltech Building Elements Limited (infrastructure), Avantha Power (energy), Avantha Business Solutions Limited (IT and ITES), Jg Glass (glass containers).

With a global footprint, the Group operates in 90 countries with more than 25,000 employees worldwide.

For more information on Avantha, please visit: www.avanthagroup.com

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