

## Soyer Unveils its 'Fighter series' with IN 1500

Soyer, one of the leading manufacturer of household appliances and part of the leading conglomerate FAIPL ( Fenda Audio India Private Limited), now introduces a new range of Induction cooktops, which is all set to revolutionize the Indian cooking - Presenting the 'Fighter Series IN 1500' which is all geared for some action in our kitchens!

To start with, the stalwart IN 1500 works at 1400W power, which gives a push to the conventional gas stoves and battles out to make everyday cooking a 'fun activity'. Adding to your comfort the no frill cooktop comes with the black crystal surface, which is super heat resistant helping your food to cook sooner, and further acts as a permanent resistant to de - coloration.

As a true Kitchen tsar Soyer shall take all the worries off your mind. Understanding your needs Soyer's smart features ensures to make life easier for all you smart multi-taskers. The cooktop holds robust features like LED indicator and 4 pre-adjusted cooking modes which keeps you at ease while cooking and minimizes the uncertainty.

Building safety, the auto shut off feature deletes one big apprehension from your list. Also the no flame cooking ensures no heat wastage and shall evenly heat your food and not your kitchens. The complete 'Precision for perfectionists' - The 7 different Indian cooking modes and different temperature levels ensures right Celsius for your delicious delights.

"Cooking delicious and sumptuous meals for the family is a passion that reflects in the women of India. Catering to this passion, we at Soyer constantly strive to present exceptional products for the Indian kitchen. This new range of Induction Cooktops are also a reiteration of our commitment to excellence".

By Mr. Rajesh Bansal, MD, Soyer.

Priced at Rs.1990/-, Soyer IN 1500- fighter series, as the name suggests is a powerful, hassle free, one-source solution for your kitchen. Make a choice that doesn't strain your budget - Use this and you won't want to use any other! "Cooking delicious and sumptuous meals for the family is a passion that reflects in the women of India. Catering to this passion, we at Soyer constantly strive to present exceptional products for the Indian kitchen. This new range of Induction Cooktops are also a reiteration of our commitment to excellence".

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### **About Soyer:**

Fenda Audio India Pvt Ltd has established itself firmly in the entertainment segment with its excellence in speakers and accessories with its brand F&D. Now it also ventures into appliances with its home grown brand, 'Soyer' taking the legacy forward.

Soyer has a mixed basket of products ranging from DVD players, Portable DVD Players to Induction cooktops and much more.

Having a high level of backward integration from R&D, to sourcing components and manufacturing, Soyer delivers quality products to suit the needs of Indian Consumers. With a Pan-India presence in 50,000 stores of all formats and 300 service centres, Soyer aims to not just deliver quality, but ensure it!

With this strong indigenous presence and a desire to innovate, Soyer strives to keep delivering value to more customers.

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