

soyer

Kitchen mein aapka saathi

Wake up to Soyer's Cuppa! Induction expert ventures into kitchen appliances with Electric Kettle KE111

Having made Indian cooking simpler, stylish and more convenient since 2011 with its induction cook tops, indigenous home appliances brand Soyer has now introduced its first product of a whole new category. With its Electric Kettle KE111, it now enters the kitchen appliances segment, promising the same quality and taking its customers' trust further ahead.

The KE111 Electric Kettle is an urban kitchen's must-have appliance, flaunting a combination of instant heating, user-friendly and safety features. With a built-in, hygienic concealed heating element to prevent calcification, this 1 litre kettle, **made of food grade plastic**, is one of the safest ways to heat water especially during the winters when calcium deposits can dirty the water easily.

Early morning grogginess can often cause accidents and Soyer has ensured the KE111 gives you no nasty surprises. Considering the overflowing of water due to boiling, the kettle's transparent 'water level indicator' helps you keep a tab on it. The wider lid and sprout in the kettle helps you fill, pour from and clean the container easily. Additionally, the lid is hinged and the device has an auto cut-off and 'dry boil protection' so you can make your tea without stressing out.

At its core, the device is backed by a 1200 W power supply, making it a friend of those who don't like waiting in the mornings. Designed elegantly and equipped with an on/off switch and an indicator light, you could get used to it very soon. Another reason to own this kettle is its 360-degree cordless function which can. Moreover, it is also furnished with an extra-long cord of one metre with built in storage for enhanced accessibility.

The electric wonder is priced at just Rs 1,295/- but that's not all. Very confident of its product quality, Soyer is offering a **two years plus an additional 200-day warranty** for KE111 when best of the brands in the market are providing only two years warranty.

On the launch of Soyer's latest product segment, Mr Rajesh Bansal, Managing Director of Soyer says, "We've been working on this Electric Kettle from a while and I think it's the perfect beginning for our new kitchen appliances segment. We are targeting it to homemakers other than induction cook top customers too, as this Electric Kettle could be their first step into the exciting world of electric cooking.

Homemakers who like their mornings quick, stress-free and energetic, it's time to welcome a new friend in your kitchen or better, in your bedroom.

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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