

New, attractive and efficient cookware additions to the Soyer family

The kitchen in an Indian household is a sacred, personal and special space for every woman. To make it exciting and up-to-date, Soyer, India's very own kitchen appliance brand has introduced an all-new cookware range.

The company that strives to roll out products that not only look attractive on the kitchen shelf but also facilitate effective cooking, has now added a Fry pan, Kadai and Saucepan to its list of products.

Entire cookware range from Soyer is made from best quality steel and is dish washer safe. Soyer's Kadai, made from 430-grade steel is comfortable to cook a meal for four and also promises durability and proficient cooking all types of cooking mediums like induction cook top, gas stove and others.

Soyer's Fry pan heats food well before your patience runs out and also boasts of being energy efficient. This 20 cm fry pan is made with thick base which can be used with induction.

Soyer's sauce pan, specifically designed for induction also comes with a thick base that will give you a pleasing cooking experience.

Commenting on the introduction of the new range of cookware, Mr. Rajesh Bansal, Managing Director of Soyer says, "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 is also a reiteration of our commitment to excellence".

A complete set of these 3 products i.e. Soyer Kadai, Fry Pan and SaucePan is available for Rs. 1895/- only. Soyer products are available at More, Spencers, Carrefour, Hypercity and other Electronics & Appliances stores. With the introduction of this line of products Soyer is positive about expanding its customer base and being a part of every Indian kitchen household.

To know more about Soyer products, you can also check out ww.soyerappliances.com

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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