

Orient Electric partners Italy's De'Longhi Group to market small kitchen appliances in India

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Varun Jain | ETRetail | November 28, 2018, 15:32 IST

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New Delhi: Italy's [small appliance](#) maker, [De'Longhi Group](#) has entered into a strategic partnership with [Orient Electric](#), part of the diversified USD 1.8 billion [CK Birla Group](#), to bring its international premium range of small appliances to the Indian market.

Under this partnership, Orient Electric will have exclusive rights to market and sell the marquee brands of De'Longhi Group - De'Longhi, [Kenwood](#) and Braun.

The De'Longhi Group brand portfolios – Braun, De'Longhi & Kenwood – include nearly every category of small household appliance in coffee preparation, food preparation and cooking, cleaning and ironing and home comfort.

The company will start selling the new products in selected top metros before venturing into the others cities of the country.

"Over the next two quarters, we will be present in 25 cities. Our aim is to be present in 100 cities in the next two years," said [Saurabh Baishakhia](#), Sr. Vice President and Business Head, Appliances at Orient Electric.

The international range of products will be sold through large format retail stores, Orient's own branded stores, specialized retailers and through [e-commerce](#) channel. The entire range of products will be imported to the country from China, Italy, Germany, and other European countries.

According to Baisakhia, the company has an ambition that each of the three brands should become a Rs 100 crore brand in the next three years.

The company is also planning big on [e-commerce](#) platform to boost sales in the country.

"Globally, 20-25 percent of our total revenue comes from the online sales. It could be more in some countries and less in others. And I think in India over a period of time, we can reach a point where [e-commerce](#) would start contributing as much as it contributes globally," said [Tunc Gencoglu](#), Vice President Sales-MEIA at De'Longhi Group.

Orient Electric is also hopeful that institutional sales of these products can generate around 10-15 percent revenue for the company in the long run.

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