

## Haier launches path-breaking 4-Door Refrigerators First time in India

Building in on its position as a market leader in premium products, Haier, one of the largest Consumer Electronics & Home Appliances brand across the globe and India's No. 1 BMR brand, today unveiled its Next Generation, 4 door - side-by-side combination refrigerator. This super space refrigerator combines a contemporary look with 'direct current full inverter technology' **to ensure an unrivalled performance and convenience to Indian consumers. The 607 litres new model, HRB 702 MP/S is available in two colours, grey and silver and is priced at Rs. 1,39,000 in the Indian market.** Haier was the first to introduce the BMR category in India.

**According to Mr. Pranay Dhabhai, Whole Time Director and COO, Haier Appliances (India),** *'We believe that the Next Generation BMR Refrigerators will enhance refrigeration and kitchen styling. We feel that the Indian consumer durables' market is fast-maturing and is now ready to accept revolutionary products. Also, refrigerators have now moved beyond just being products and more & more are being recognised as lifestyle statements. The new model combines the ergonomic design of the BMR along with the French style, and utility, backed by a strong technology and ROHS compliance.'*

**The Haier Next Generation BMR Refrigerator with a seamless exterior design, flat door with hidden hinges,** is 20CM deeper and 10CM wider than any conventional SBS, ***making it the first on the market with the highest performance price ratio.*** Another highlight of the new model is the unique Vitamin C Fresh technology that helps in filtering unpleasant odor and anti bacteria and helps in preservation of food and prevents oxidation reaction. This technology prolongs the storage period of food, 3 to 5 times more than other conventional SBS models. The interiors of the refrigerator are done in a manner to provide space and improved storage options to easily accommodate large containers, wide and huge food items like cakes, jars etc. ***The Dual air curtain cooling and Multi-route air passage enable this cutting edge technology to freeze food quickly and prevent nutrition loss.***

**Functionally the Next Generation BMR has a range of features designed to give the consumer all they need from the freshest food to convenient storage.** The Automatic water storage and ice making intelligence operation makes 2Kg Ice every 24 hours. Some of the other features in this pioneering design are **built-in LED digital display unit,** transverse space layout, for efficient adjusting of shelves for food storage, push and pull type dairy box and the Platinum Deodorizer eliminates bacteria, fungi and bad odours to give purified clean air and maintains the freshness of food even after the food is inside the refrigerator for 14 days.

***'The new model marks a step forward in our endeavor to bring in innovative products to the Indian market and create new customer-need focused categories. Haier refrigerators are very popular in the Indian market and specially now, with the changing trends in lifestyle, consumer demand and psyche people are ready for the latest innovations that will help them improve their quality of life'*** says Mr. R T Rajan, V P Sales and Marketing, Haier Appliances (India).

Worldwide refrigerators are becoming bigger yet more efficient. Trends indicate that though storage volumes have increased yet energy use has fallen 45 percent during that same period. Bottom-freezer refrigerators, many with French doors, are all the rage in North America with unit sales growth rate averaging 25% per year for the last six years. Compartments with precise

temperature and humidity adjustments for increasing food storage times are another value-added feature offered by many manufacturers worldwide.

**The complete range is available in retail outlets selling Haier products and in the company's exclusive Planet Haier showrooms across the country.** Apart from the Empress Series Haier also has also launched a wide range of refrigerators in the Bottom Mount Range, Direct Cool and Frost Free category **along with 3 door side by side BMRs.**

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