

KitchenAid®

KitchenAid Adds Powerful Electric Kettle to its existing portfolio of counter-top appliances

KitchenAid announced the launch of the revolutionary [1.7 L Electric Kettle](#) to its premium range of counter-top appliances combining best-in-class performance with a bold and distinctive design. The new kettle joins the portfolio of already existing electric and non-electric kettles in the category.

Like all KitchenAid appliances, the new kettle is built to deliver exceptional performance, striking design and intuitive functionality. Whether it's being used to heat water for green tea or French press coffee, the kettle offers fast, precise heating and eliminates any guesswork for desired water temperatures. The Kettle is available in the signature Empire Red and Onyx Black for Rs. 9990/- MRP

The new Electric Kettle comes with innovative design aspects that are uniquely woven into the product to bring out maximum performance. The most striking feature of the product is the **digital temperature display with variable temperature control**, which has six settings to easily heat water to one's desired temperature from 50°C to 100°C. The kettle has an **extra wide illuminated water window** that lets you easily fill the kettle to just the right amount. The **LED functionality** displays the current temperature of water when it's away from the base. The unique **keep warm function** maintains water at your desired temperature for up to 30 minutes. The metal construction with soft grip handle makes the kettle durable and is built to last and easy to grip. The kettle comes in a **1.75 L Capacity** with the option to heat a minimum of 250ml of water.

The product is available in select stores across India and on www.kitchenaid.in

About KitchenAid India:

Since the introduction of its legendary stand mixer in 1919, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, sturdy bakeware or even innovative kitchen tools. All KitchenAid appliances are synonymous with fine craftsmanship, durability, the finest materials, robustness and painstaking attention to detail. It came into being in 1919 and was acquired by Whirlpool Corporation in 1986. The brand launched in India in October, 2013 and nourishing India's culinary passion ever since. To know more about KitchenAid India and our recent campaign on KitchenAid ProBaker, visit or join us at.



* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals

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