

## Brand Legacy...

**Sumeet Appliances has a history of pioneering products and building relationships over a span of 60 years.**

It is said that necessity is the mother of all inventions. This proved true for the creation of a revolutionary mixer-grinder for an Indian kitchen called the 'Sumeet' mixer-grinder. The Sumeet brand Legacy in food mixers began 60 years ago when **Mr. S. P. Mathur** who was an engineer at 'Siemens' a German multinational, designed a mixer-grinder out of sheer love for his wife when she complained of her motor being burnt while grinding a typical Indian spice called 'garam masala' in her then available imported mixer and challenged her husband to repair it.

Mr. Mathur took up this challenge but failed to repair the mixer. Instead he designed a new food Mixer for the Indian kitchen and called it 'Sumeet' which in the Sanskrit language means 'Good friend'. It was this necessity for a mixer-grinder that could take heavier loads than its western counterparts and could grind the tough and time consuming chores of Indian cooking as required in an Indian kitchen. Be it the tough grinding for masalas or wet grinding for idli pastes or simply blending juices or frothy milkshakes, Sumeet Mixer-Grinders could cope with any task from blending to grinding to chopping and mixing.

An avant garde mixer-grinder was thus born to replace the stone and mortar concept of the early days. Mr. Mathur combined his technological prowess and visionary sensibilities to create an amazing food processor that became 'de rigueur' for an Indian housewife and created a revolution in the Indian market with its product value of high quality and performance grinding.

In India, 'Sumeet' is one of the few brands, which has the power and potential, character and charisma, equity and product value to be a Timeless Brand.

Indeed such Brands are also Pioneers. They are much imitated. Sixty years ago, after identifying a specific need in the kitchen, a specific product was developed and 'Sumeet' was born.

Today, 'Sumeet' is a generic name for Indian Mixers. That is because we kept up a steady stream of steady improvements, not visible from the outside but which constantly upgraded product efficiency.

Even as the image of the 'Sumeet' brand grew; the 'Sumeet Company' stuck by the strategy of maximizing direct consumer contact. Exhibitions, fairs, and other mass consumer gathering forums were used as venues to demonstrate the versatility of the kitchen appliance and the superiority of the brand. The demonstrators were assigned the added responsibility of collecting feedback from consumers. Processing, analyzing and most important acting upon the feedback was what helped 'Sumeet' stay ahead of the game.

The 'Sumeet' brand delivers confidence of quality, of performance, of reliability. An 'original' Sumeet mixer-grinder today is purchased without second thought. The 'Sumeet' trademark triggers instant recognition, as the best in the category. It evokes warm feelings and positive attitudes among consumers, largely emotional and helps differentiate the brand from the competition. This is the unique quality of a Timeless Brand which provides added product value and service that the consumer values enough to pay more for.

The legacy of the timeless and 'original' brand of Sumeet is being carried forward by **Mr. Ajay Mathur**, who has imbibed his father's vision and strengths.

Mr. Ajay Mathur has been instrumental in taking the Sumeet brand to new horizons with the development of pioneering products such as the revolutionary electronic 'SP-16 Food Processors' and the successful 'K-30' fully Automatic Washing machines in the 1980's, to the new Sumeet 'Grinderman' series and the revolutionary Health Processors range including the popular 'Asia Grinders' being launched in early 2022.

His astute business skills and innovative approach have helped Sumeet brand to build recognition in National & International markets.

Today 60 years on there are over 30 million Sumeet appliances in use in homes all over the world.

The new 'Sumeet' of today is more robust and powerful than ever before. However, it has the same engineering excellence!

Coupled with the same 'Sumeet' advantage, solid performance and trust since 1963.