

RR Kabel Expands FMEG Portfolio with New Kitchen Appliances and Enhanced Air Cooler Range

Strategic entry into kitchen appliances and industrial-grade air coolers drives deeper market penetration amid rising demand for efficient home solutions

Mumbai, April 13, 2026 – RR Kabel, a leading manufacturer of wires and cables in India announced a significant expansion of its Fast-Moving Electrical Goods (FMEG) portfolio with its foray into the Kitchen Appliances segment and the expansion of its Air Coolers range, under its premium appliance brand **RR Signature**.

Expanding its offering, the Company has introduced **Mixer Grinders, Electric Cooktops** (both Induction and Infra-Red variants), and **Hand Blenders**, all crafted under the trusted RR Signature Appliances umbrella. These products mark RR Kabel's strategic foray into kitchen essentials, enabling deeper penetration into Indian households and expanding the brand's footprint beyond traditional electrical categories.

The Induction and Infra-Red Cooktops have seen particularly strong demand in recent times, with global developments influencing LPG pricing and supply dynamics. Consumers are increasingly shifting to electric cooking solutions for their energy efficiency, precise control, and safety features, driving a surge in this high-growth category. RR Signature further reinforces its 'Aapke Kaam Ki Baat' promise through best-in-class warranties across its entire product range, offering consumers greater reliability and peace of mind.

Building on this momentum, RR Kabel plans to further strengthen its kitchen appliances presence in FY26-27 by introducing additional categories, reinforcing its commitment to innovation and comprehensive home solutions.

In parallel, the Company has significantly expanded its **Air Cooler** portfolio with the introduction of **Industrial (Semi-Commercial) Air Coolers**. Featuring higher tank capacities and superior air throw, these models are gaining popularity not just among commercial users but also household consumers seeking powerful cooling amid intensifying summers year on year. This positions the segment as a key growth driver in RR Kabel's FMEG line-up.

"Our expansion into kitchen appliances allows us to connect with consumers at more touchpoints in their daily lives, while our expanded air cooler range addresses the rising need for effective, performance cooling solutions in India's evolving climate. These launches reflect our continued focus on quality, innovation, and market relevance, building on our strong legacy of trust and reliability" said **Mr. Mahhesh Kabra, Executive Director, RR Kabel**.

About RR Kabel:

[R R Kabel Limited](#) is a leading consumer electrical company in India and has an operating history of over 25 years in the country. A globally respected conglomerate, with a presence in over 90 countries, RR Kabel is India's largest exporter of wires and cables, offering a wide range of electrical products including wires & cables, fans, lighting, electrical accessories, and appliances for residential, commercial, industrial, and infrastructural purposes. Committed to quality and innovation, the company's products adhere to global guidelines and standards, ensuring safety and reliability.

The Company continues its mission to create quality products using the latest advances in wire design and engineering. The range of wires and cables have national & international product certifications and are compliant with the REACH (Registration, Evaluation, and Authorization of Chemical Substances) and RoHS (Restriction of Hazardous Substances) directives. The brand has also conducted extensive research and development to ensure its products adhere to global guidelines and standards.

For further information, please contact:

R R Kabel Limited:

Prathama Tripathi

Mob: +91 8777723664

Email: prathama.tripathi@rrglobal.com

Adfactors PR:

Suhani Lanjewar

Mob: +91 98198 53665

Email: suhani.lanjewar@adfactorspr.com