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Reliance Retail Acquires Kelvinator in Strategic Push Into Consumer Durables

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Reliance Retail, part of the Mukesh Ambani-led Reliance Industries group, has acquired the Kelvinator home appliance brand for the Indian market from Sweden's Electrolux. The acquisition aims to strengthen Reliance's position in the booming consumer durables sector, officials confirmed on Friday.

Kelvinator, best known in India for refrigerators since the 1970s and 1980s, brings with it a legacy of consumer trust. The move enables Reliance Retail to integrate trusted legacy products into its vast distribution network, including Reliance Digital and Jio stores, broadening its reach across urban and tier-2 and tier-3 cities.

Reliance did not publicly disclose the financial terms of the deal. Electrolux recorded a gain of approximately 180 million Swedish crowns (around ₹160 crore or US\$18.5 million) in its quarterly earnings update, indicating the scale of the transaction.

Isha M. Ambani, Executive Director of Reliance Retail Ventures Limited, described the move as a pivotal milestone. “The acquisition of Kelvinator enables us to significantly broaden our offering of trusted global innovations to Indian consumers, supported by our unmatched scale, service capabilities, and market-leading distribution network,” according to the company statement.

Since 2019, Reliance Retail had been selling Kelvinator-branded appliances under a licensing agreement with Electrolux. This acquisition now gives Reliance full ownership of the trademark and brand rights in India.

The strategic move positions Reliance against established appliance players such as Samsung, LG, and Tata’s Voltas. It also supports the company’s broader plan to revive legacy consumer brands, following acquisitions of Campa Cola, Ravalgaon, and Lotus Chocolate in recent years.

Industry analysts note that the consumer durables market in India is expanding rapidly. A joint EY–CII report projects the sector to nearly double to ₹3 lakh crore by fiscal year 2029, driven by rising income levels and growing demand for quality home appliances.

Reliance Retail operates more than 19,000 stores and serves over 349 million customers through formats including grocery, electronics, fashion, and healthcare. With its scale and brand acquisition, Reliance is now well-positioned to influence the next phase of retail growth in India.

Investors and consumers alike may see Kelvinator’s revival as significant, as it merges nostalgia with modern retail strength. As Reliance integrates the brand into its ecosystem, the consumer durable segment is poised for a fresh wave of competition, innovation, and accessibility.