

## Reliance Retail Acquires Kelvinator, Bolstering Home Appliances Presence



Reliance Retail, a subsidiary of Reliance Industries Limited, announced on Friday, July 18, 2025, its acquisition of the iconic home appliance brand Kelvinator for India from Sweden's Electrolux. While the financial specifics of the deal were not disclosed by Reliance Retail, Electrolux's earnings update revealed a gain of approximately \$18.5 million (around ₹160 crore) from the divestment. This strategic move aims to significantly expand Reliance Retail's market share in the burgeoning Indian consumer durables sector.

The acquisition marks a pivotal moment for Reliance Retail, which has held manufacturing and distribution rights for the Kelvinator brand in India since 2019 through a licensing agreement with Electrolux. This full ownership allows Reliance to integrate Kelvinator's legacy more deeply into its extensive retail ecosystem. Kelvinator, a brand that pioneered electric refrigeration globally, achieved iconic status in India during the 1970s and 1980s with its memorable tagline, "The Coolest One," and remains associated with durability and performance.

Isha M. Ambani, Executive Director at Reliance Retail Ventures Limited (RRVL), stated, "The acquisition of Kelvinator marks a pivotal moment, enabling us to significantly broaden our offering of trusted global innovations to Indian consumers. This is powerfully supported by our unmatched scale, comprehensive service capabilities, and market-leading distribution network."

By bringing Kelvinator into its fold, Reliance Retail plans to leverage the brand's established equity and product development history to scale up its offerings across key consumer durable categories, including refrigerators, washing machines, and air conditioners. The company

already sells Kelvinator products through its widespread Reliance Digital stores, e-commerce platforms, and general trade partners.

This move aligns with Reliance Retail's broader strategy of acquiring and reviving legacy Indian brands, a playbook successfully employed with products like Campa Cola. The consumer durables market in India is experiencing rapid growth, driven by rising disposable incomes and increasing demand for premium appliances. According to a joint report by EY and CII, India is projected to become the fourth-largest market for consumer durables globally by 2027, with an estimated market size of ₹3 lakh crore by fiscal year 2029.

With Kelvinator now firmly integrated, Reliance Retail is strategically positioned to accelerate category growth, deepen consumer engagement, and unlock substantial long-term opportunities within India's dynamic consumer durables market. This acquisition not only enhances Reliance Retail's product portfolio but also reinforces its ambition to democratize aspirational living by making high-quality, globally benchmarked products accessible to a wider Indian populace.