

Washing machine plant in Noida to be expanded at a cost of Rs 200 crore | 1



The washing machine plant in Noida, Uttar Pradesh, was purchased by Super Plastronics Pvt Ltd (SPPL), a brand licensee for various major electronics businesses, for 200 crore with the intention of expanding capacity for the category under the Thomson brand.

“With our new investment of ₹200 crore towards the wash plant and our collaboration with Flipkart, we are confident to strengthen our presence in the category further. We are always very enthused to offer new products with the best of technology to our customers and Thomson has a huge lineup of 25 models that we plan to launch in the rest of the year,” said Avneet Singh Marwah, CEO, Super Plastronics Pvt. Ltd, the exclusive brand licensee of Thomson in India.

“We’re looking at acquiring 20% market-share in the online washing machine market,” Marwah said.

To be sure, Thomson started selling washing machines in India in 2020 via SPPL. The company worked with a third-party manufacturer with a current capacity of 3,00,000 washing machines units by the end of this year; with the new plant, the capacity will touch 4,00,000 units annually by the end of this year, Marwah said.

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