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# The Outperforming Kitchen Brand

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The brand was brought to India by Kanu Kitchen Kulture Pvt. Ltd. in 2004, as the sole India dealer, spearheaded by CMD, Capt. Mukesh Kumar. In the last 15 years of the Häcker presence in India, the brand has expanded into opening 11 exclusive showrooms in Delhi, Jaipur, Ludhiana, Ahmedabad, Mumbai, Hyderabad, Bengaluru, Kochi, Coimbatore, Chennai and Indore. This has largely been made possible with the help of Häcker's sound logistics ensuring timely delivery, precision in product manufacturing, design and installation training coupled with strong after-sales support.

**Häcker**  
kitchen.germanMade.



# Cutting-Edge Kitchens

*Synonymous with world-class kitchens, German-kitchen brand Häcker, is known to produce modern, fitted kitchens that fulfil the highest claims in terms of quality, functionality, durability and design. Since its launch in India in 2004, the brand, known for its superior quality and high-performance ratio, has reported phenomenal growth, expanding into 11 exclusive showrooms pan-India over 15 years.*



32

**K**itchens have come a long way from being tucked-away spaces in a home with often minimal design intervention. Today, it has taken on the shape of a command centre, informal dining area and a room in the home where one likes to spend a lot of their time together, be it with family, or with friends. It has thus become important for kitchens to not just demonstrate visual appeal, but also come equipped with revolutionary technology to ensure convenience.

Consumers today are thus developing an inclination towards kitchen set-ups that integrate the best in functionality, colour, innovation, material and technology.

As a result, there has been a spurt in the number of players small and big-providing customized modern kitchen solutions to suit the requirements of the present-day consumer. But even as the market continues to be a cluttered one with both foreign as well as domestic players vying for space, the one brand that

continues to be significant miles ahead of the others is German kitchen brand Häcker.

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## HACKER KITCHENS

**The Outperformer In Terms Of Quality, Functionality, Durability And Design**

Known to offer modular kitchens for every market segment—ranging from competitively priced to medium-high end and premium, Häcker Küchen GmbH & Co. KG has been synonymous with the world's finest kitchens for over 120 years, since 1898. The brand's India story is an extension of the German finesse and technology, that Häcker is known for world over, helping it score right over other similar brands in the space.

With an ever-increasing Indian population nesting themselves in modern homes, the need for modular kitchens is on the rise. The modular kitchen market in India is therefore growing at a rapid rate, with the demand no longer restricted to the upper middle class alone. A latest report from RNCOS says, the growth in the per capita income of people, coupled with organised players offering services at

