

Haier: First 'Haier Experience Centre' in Hyderabad

by [Salma George](#) on September 6th 2010 and filled under [Retail and Merchandising \(General\)](#)



Haier, one of the largest Home Appliances & Consumer Electronics brands, worldwide, and the global no.1 in refrigeration and laundry appliances has recently announced the opening of its first "Haier Experience Centre" in Andhra Pradesh. The "Haier Experience Centre" is a world class retail channel concept that combines quality and choice across all product categories under one roof. The experience center houses the entire range of products from Haier which includes the complete range of refrigerators ranging from Side-By-Side refrigerators to the widely acclaimed and hot-selling BMRs, BMR Plus, Wine Cellars, Empress Series, Amicura range, Mini Bars, frost-free, direct cool & commercial refrigerators. The Haier Experience center will showcase the entire range of Semi & Fully Automatic Washing Machines, Split and windows Air Conditioners, a wide range of LED & LCD TVs and the Spa range of water heaters. In Hyderabad, Experience Centre is spread over 1000 sq. ft. across floor and is designed to give the customer a firsthand experience of the latest in technology, innovation, expertise and design that the world leader has to offer. The Haier Experience Center was inaugurated by Mr Eric Braganza, President, Haier Appliances India. Speaking on the occasion, Mr. Eric Braganza, President, Haier Appliances (India) P. Ltd said, "Hyderabad represents one of the most important markets for us as it has developed into one of the major hubs for the Information Technology industry in India. The need for an experience centre in Hyderabad was to bring to the people of the city in proximity with Haier's premium products. The Hyderabad Experience Centre is next in line, that Haier has inaugurated as a part of its pan India strategy to strengthen their presence at the retail level." Over the year's Haier has created a niche in the Indian market through its world class products and has won prestigious accolades worldwide. Currently, Haier products are available across 4500 retail outlets across the country.