Versuni Opens State-of-the-Art Ahmedabad Factory in India Set to Create more than 1,000 New Jobs

The Ahmedabad factory is the latest expression of Versuni's commitment to India as a strategic growth market
Innovation, local employment, and global standards are at the core of this latest milestone.

January 3, 2024, Amsterdam: Versuni, home to some of the world's most renowned domestic appliances brands, including Philips, Saeco, Gaggia, Preethi, Philips Walita, Senseo and L'OR Barista, announces the opening of its new manufacturing facility in Ahmedabad, India. The unveiling of the factory marks a significant leap in its commitment to India as a strategic growth market. The inauguration ceremony on January 3, 2024 was attended by global Versuni CEO Henk S. de Jong and Versuni India CEO Gulbahar Taurani.

With an investment to bolster local infrastructure and foster employment opportunities, Versuni anticipates the creation of more than 1000 new jobs within the community over the next three years. These positions will span various fields including engineering, manufacturing, logistics, quality control, and administrative roles, and will contribute significantly to the region's economic prosperity, empowering individuals to contribute to Versuni's success in India.

The cornerstone of the new facility will be the production of widely acclaimed flagship products including the Philips Airfryers and Philips garment steamers, embracing the paradigm shift in Indian consumer preferences. In response to the soaring demand, Versuni will manufacture the Philips Airfryer for the first time in India with a fully integrated automatic robotic coating line. Versuni is committed to local manufacturing with an initial annual capacity of 500,000 Philips AirFryers in phase 1 and 200,000 Philips garment steamers in phase 2, which can be scaled up to a total of one million pieces per year to keep pace with demand. The facility also adheres to the highest global standards, including CE certification, ensuring that manufacturing processes meet the stringent quality benchmarks demanded by the international market.

Henk de Jong, CEO, Versuni, said, "The inauguration of our Ahmedabad factory exemplifies Versuni's dedication to India as a strategic growth market, as we continue to deliver exceptional products and services that drive forward our purpose of turning houses into homes. Today, around 70% of the products that we market to consumers in India are produced in this country. We aim to increase this to 90% in the coming years thanks to the strategic decision to open a new factory in Ahmedabad."

The opening of the new factory in Ahmedabad follows Versuni's recent foray into India's home security devices segment in 2023, which has resulted in positive consumer engagement and sales. It aligns with Versuni's commitment to evolving and diversifying its product offerings in response to emerging market needs. Versuni's consumer-centric approach, focused on understanding consumer behavior and identifying unmet needs, continues to drive innovation and product evolution across its global portfolio.

About Versuni
Versuni's purpose is turning houses into homes. The company believes that home is more than a house. With more than 900 patents on its name, Versuni's portfolio spans coffee and kitchen appliances, garment care, climate care, and floor care. Products under the Philips brand include the Philips Airfryer, Espresso Machine with LatteGo, PerfectCare Steam Generator, Air and AquaTrio Cordless Vacuum. Other brands Versuni markets are: Saeco, Gaggia, Preethi, Philips Walita, Senseo and L'OR Barista. Versuni is headquartered in Amsterdam, the Netherlands, and has innovation, manufacturing, and commercial centers across the globe, with a footprint in over 100 countries. Its successful product ranges reflect the company's commitment to sustainability best practices. Versuni was formerly known as Philips Domestic Appliances.

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