

Omni-Channel Chat

Wonderchef Kitchenware plans to strengthen its offline presence

Allowing customers to experience their products, Wonderchef Kitchenware is expanding its reach beyond telemarketing and online sales to open exclusive brand outlets. In the coming years, the brand expects its offline channel to contribute majorly towards the overall revenue.



**Ravi Saxena, Founder & CEO
Wonderchef Kitchenware**



Wonderchef Kitchenware, a brand which was born out of the 'love of cooking', is a company by Master Chef Sanjeev Kapoor and Ravi Saxena which commenced its journey in 2009. Taking the omni-channel route Wonderchef Kitchenware is present via Television, General Trade, Modern Trade, Internet and a Direct Marketing Network of over 40,000 women across the country. The brand recently opened their first flagship store in Linking Road, Khar West, Mumbai which has been executed by Pentaspaces Consultants Pvt. Ltd..

In an interview with VM&RD Ravi Saxena, Founder & CEO Wonderchef Kitchenware shares, "Our idea is to reach our target audience wherever they are with quality product and thus we took up the omni channel strategy for the brand. Gradually we also realised that there are various unique concepts that are related to our products which needs some level of explanation to the customers and we went into television marketing and gradually with the digital in the due course of time. Three years

back when we saw that the brand is now built, we approached retailers to keep our products and since then we are associated with more than three thousands retailers both in general trade and modern trade thus they can get a touch & feel experience regarding what is needed by them exactly. With EBO's our aim is to create a complete experience zone and then we realised that there is a core customer for us who are already aware of Wonderchef". In last six months, Wonderchef has opened four stores in Mumbai and the response is really very positive. In next five years the brand plans to have approximately 120 outlets across the country, with a store launching in Delhi soon. "We are looking at a very positive growth rate in the coming years from the offline channel and believe that we will have our 55% revenue percentage from here. Currently, the maximum revenue is being generated from digital space."

As part of their expansion plan, Wonderchef Kitchenware will be launching different retail models across India which will be executed by Pentaspaces Consultants as well.

On the design concept of the store, Gaurav Sanghavi, JT. MD of Pentaspaces Consultants shares, "Our design brief was to create a



unique and immersive space, that conveyed the brand's passionate story. The space is aimed to be more than a simple retail store. It was to be a place where customers could explore different kitchenware and leave feeling excited about cooking. To fulfill this brief and do justice to the company's vision, we used a unique facade, innovative circulation patterns, 360-degree displays, interactive counters and remarkable details."

Adding to this, Harsh Pote JT. MD, Pentaspaces Consultants says, "Just as Wonderchef was born out of the love for cooking, our spaces are born out of love for design, and that is what our project reflects. For Wonderchef Kitchenware, the store is more focused towards demos and creating touch-n-feel product experience."

Nabamita Chatterjee



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