

Symphony to double dealer network to 20,000

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Ahmedabad, April 10

Launching a new high-end air cooler, "Storm", leading air cooler manufacturer Symphony Ltd on Tuesday said it would double its India network to 20,000 dealers in the next one year.

The Ahmedabad-based company's new offering has a cooling capacity for larger spaces of up to 1,000 sq ft. Symphony Storm is the only domestic cooler in the world with a capacity to cool such a

large area, Mr Achal Bakeri, Chairman and Managing Director, said here. Symphony has expanded its dealer network from 3,000 to 10,200 over the last three years. With a presence in 3,500 cities across India, the company has the largest market share of 45 per cent.

But, the scope for growth is still enormous as the unorganised sector still accounts for nearly half of the Rs 1,000 crore air cooler market in the country, he added.