



Over the years Sunflame has created a brand value and carved a niche for itself through the dedication, hard work and innovation. The company has emerged as the leader in home appliances in its segment and has provided Indian kitchens with quality that turns cooking each meal from a chore to a delight. The man behind the success story of Sunflame is K.L. Verma, The Managing Director of this enterprise. He has given Sunflame the vision and the technical superiority required to make it the consumer's first choice. Dealing in Home appliances such as chimneys, water heaters, toaster ovens and gas stoves among other products the company has built itself up on the values of quality, technical superiority and innovation. The brand has garnered a large chunk of the market share and customer loyalty thanks to these qualities. The widespread distribution and service network of the company makes sure that its products are available all over the country. It has been able to penetrate the market with its competitive pricing that gives the consumer the quality they hope for at affordable prices. Creating a brand that can offer so much to its consumers and yield a turnover that establishes it as a leader is something that the vision and the dedication of K. L. Verma has been able to pull off with a flourish and give the Indian homeowner a reason to smile.

#### KEY ATTRIBUTES THAT MAKE HIM A LEADER

- Has created a brand value and a carved a niche for itself through the dedication, hard work and innovation
- Has helped the company in emerge as a leader in home appliances in its segment
- Has given Sunflame the vision and the technical superiority required to make it the consumer's first choice
- The widespread distribution network of the company makes sure that its products are available all over the country
- Competitive pricing that gives the consumer the quality they hope for at affordable prices

## K.L. VERMA

Managing Director — Sunflame