

The next big step

Company enters premium home appliances market

THE Khind Alliances Sdn Bhd made its official entry into the premium home consumer appliances market and celebrated it with an afternoon party recently.

Khind Holdings Berhad group chief executive officer P K Cheng said the event was to celebrate and welcome Khind Alliances Sdn Bhd as it takes the next step to provide innovative home consumer appliances from leading international brands.

"We are happy that since the start of the company's operations, we have received positive response for some of the brands that we have introduced," added Cheng.

He added that they were also supported by trade partners, in particular ESH Electrical Sdn Bhd, who provided its retail premises to introduce the company.

During the event, the company also took the opportunity to launch one its latest product – "Hera", an ultra-violet (UV) cleaner that eliminated allergy-causing dust mites and bacteria.

The UV cleaner works by removing dust mites and bacteria residing in bed linen, sheets and materials. When used daily, the cleaner reduced the incidences of allergies in homes.

As part of Khind Alliances' on-going promotional activities free gifts and surprises will be available for shoppers who take the first step to be proud owners of the Hera cleaner.

■ *If you have a business-related event such as product launches, new appointments and store openings to highlight, e-mail us at metro@thestar.com.my*



Grab one today: Cheng flanked by models showing the latest ultra-violet (UV) cleaners in town.