



**Hamilton Beach Arrives in India, in style—  
Announces launch of World’s Greatest Juicer Mixer Grinder for Prime Day 2019**

- *Hamilton Beach® Professional Juicer Mixer Grinder boasts a powerful commercial-grade 1400 watt rated motor, advanced electronics which include 13 program settings, and a safety interlock system*
- *Designed with Indian technology and culinary expertise, the product promises superior performance, durability and safety to meet the expectations of the most demanding chefs and consumers*
- *The product will be available on Amazon.in’s Prime Day 2019 starting midnight on July 15,2019*

**New Delhi, July 04, 2019:** Hamilton Beach Brands, Inc., a global leader in small kitchen appliances most well known for commercial and household mixing, grinding and blending, today announced the launch of the Hamilton Beach® Professional Juicer Mixer Grinder on Amazon.in. This will set a new standard for the segment and will be available on Prime Day starting at midnight on July 15.

With cutting edge design and features that best suit the requirements of Indian consumers, the Hamilton Beach® Professional Juicer Mixer Grinder comes with a powerful commercial-grade 1400 watt rated motor with triple overload protection to ensure continuous operation. Furthermore, the product comes with advanced electronics including 13 program settings, infinite speed control (from super slow 3000 RPM – fast 18000 RPM) and an intelligent speed sensor. In addition, consumers get a safety interlock system, three leak-proof stainless steel jars and 5 years total product warranty at no additional cost.

Hamilton Beach® Professional’s local expertise is built from insights curated after five years of research, testing and validation in understanding the daily role a mixer grinder plays in Indian kitchens. The brand collaborated with a top 20 Indian public company to understand consumer behaviour and requirements. The research concluded that 40% of consumers are unsatisfied with their mixer grinders and that the available options in the segment fall short in terms of performance, durability, safety and convenience.

The Hamilton Beach® Professional Juicer Mixer Grinder will launch on Prime Day 2019 exclusively for Prime Members. More detailed specifications and features of the product will be revealed in the coming days on [www.hamiltonbeach.in](http://www.hamiltonbeach.in) and [www.amazon.in/primeday](http://www.amazon.in/primeday). Prime Day 2019 starts midnight July 15, offering Prime members two full days of the best in shopping, savings and entertainment with over 1,000 new product launches and Amazon’s lowest prices of the year.

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**About Amazon.in**

The [Amazon.in](http://Amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](http://Amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit [www.amazon.in/aboutus](http://www.amazon.in/aboutus)

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**About Hamilton Beach Brands, Inc.**

**Hamilton Beach Brands, Inc., a wholly owned subsidiary of Hamilton Beach Brands Holding Company (NYSE: HBB),** is a leading designer, marketer and distributor of branded, small electric household and specialty housewares appliances, as well as commercial products for restaurants, bars and hotels. Hamilton Beach® is America's #1 small kitchen appliance brand\* driven by the company's "Good Thinking" innovation process for over 100 years. More information on the company and its innovative products can be found at [www.hamiltonbeach.in](http://www.hamiltonbeach.in), [www.hamiltonbeachbrands.com](http://www.hamiltonbeachbrands.com), [www.hamiltonbeach.com](http://www.hamiltonbeach.com), [www.hamiltonbeachcommercial.com](http://www.hamiltonbeachcommercial.com)

\*Source: The NPD Group, Inc. / Retail Tracking Service, 12 ME February 2019, unit sales.