

Philips marks entry into the OTG segment

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Launches its revolutionary OTG - Philips HD 6975/00 with Opti Temp technology

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Recognizing consumers' changing lifestyle and eating habits, Philips launched its versatile Oven Toaster Griller (OTG) - Philips HD6975/00, empowering the consumers seeking healthier and more affordable options for everyday cooking.

The appliance features Opti Temp technology that re-circulates the heat uniformly maintaining uniform heat dispersion. The appliance enables consumers to prepare a variety of meals in a much easy and healthy manner.

The appliance has 10 pre-set menu which can cook more than 50 different recipes ensuring better crispiness, optimum browning and supports higher retention of nutrition.

Making an entry into the OTG segment, Gulbahar Taurani, President, Philips Personal Health, Indian subcontinent said, "Philips has always been a frontrunner when it comes to innovation and technology. With this new market entry, we aim to deliver meaningful innovations that will help improve the lives of the consumers. Our latest addition in the kitchen appliances category, Philips OTG is a testament to our commitment to provide our consumers the utmost experience while cooking. It features Opti Temp technology that is designed to suit the modern day requirements of the consumers to make their everyday cooking healthy, convenient and energy efficient."

With the toughened glass door that is easy-to-clean and maintain along with metal protective mesh, it makes the appliance robust and corrosion-free. Designed with precision and built with elite quality materials, the OTG has a capacity of 25L. The appliance suffices the requirement for small to medium families who wish to bake, toast and grill. It also comes with an in-built timer of 90 minutes which makes it easier to know whether the dish is prepared yet.

The high- performance appliance comes with a collection of accessories that makes the OTG extremely versatile- Cooking tray, Crumb Tray, Wire grill cum Barbeque tray and Rotisserie rod set, making cooking an undoubtedly relishing experience for the household.