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Tupperware to open 100 new outlets in 2020

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New Delhi: Tupperware, a leading home and kitchen-ware manufacturer plans to open 100 new stores in the country this year, said a top official of the company in a statement. The company has recently opened its 50th outlet in Chennai and with 100 more stores coming up in the future, it plans to take the count to 150 [outlets](#).

"We plan to launch 100 additional exclusive brand outlets to deepen our penetration across geographies and are confident of a warm reception across markets," said Deepak Chhabra, managing director of [Tupperware India](#). "We will experiment with the outlet formats and engage consumers by way of live cooking counters, DIY digital kiosks, and much more to offer a truly consumer-centric experience aimed at garnering customer delight," Chhabra further said.

In India, the brand has stores across different cities including Nashik, Surat, Hyderabad, Delhi, Patna, and Kolkata while globally, it has expanded to almost 100 countries, the company said.

In August 2019, the brand transformed its sales strategy and adopted a multi-channel approach to serving latent demand and entered [retail](#) and e-tail channels to get closer to its dynamic target consumer base. In around six months Tupperware launched over 50 exclusive brand outlets across 36 cities.

The company will open new stores in high streets and malls. The direct selling brand also sells its products through [e-commerce](#) portals like [Amazon](#) and [Flipkart](#).