



BREAKING NEWS: unces Appointment of Gulshan Singh as Chief Strategy Officer

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TUPPERWARE ENTERS GLASS CATEGORY IN INDIA & LAUNCHES STEEL CONTAINERS

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Tupperware India, a global premium homeware brand based out of Orlando, US, today announced its foray into glass category. The brand also strengthened its Steel portfolio with launch of Steel containers for the first time in India. Tupperware's legacy is well established and widely celebrated across India. As the brand marks its 25th year in the country & 75 years globally, it plans to widen the product range in line with its consumer focused, material agnostic approach. Tupperware is widely recognized and rewarded for its design philosophy and is known for its high-quality products across its portfolio. With the foray in the steel and glass products, the brand aims to set new benchmarks and attract similar love and loyalty from the consumer base. The brand will continue to add products across steel, glass, porcelain, melamine and other materials as per consumer expectations.

The chic looking newly launched glass and steel products serve multiple purpose of storing, serving and eating. The glass containers are oven and microwave safe as well. With most consumers working from home, () this is irrelevant to the product; change to something relevant. These functional products help them store and serve food fresh any time through the day. Since inception, Tupperware has focused on sustainability, goodness and caring for food to preserve nutrition and encourage healthy habits. The wide range of products across its porcelain, steel, glass, plastic and melamine range have helped consumers prep, cook, serve, and store food efficiently.