

Rockwell introduces first energy-efficient refrigeration system and cold chain experience centre in Hyderabad India

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Rockwell Industries, a leading refrigeration innovator, and cold chain appliance manufacturer announced the opening of its state-of-the-art "Rockwell Experience Centre" in Hyderabad.

The first of its kind in India spread over a 4000 sq ft immersive centre, aims to transform the way consumers and businesses understand the importance and benefits of cold chain and refrigeration technologies.

On the eve of the "Rockwell Experience Centre," the company unveiled its new line of cold chain products, which includes Domestic & Professional Ice Cube Machines, Confectionary Showcase Coolers, Audio Video Merchandising Visi Coolers including a new line of Electronically Commutated appliances.

The Experience Centre was formally opened by Soma Bharat Kumar, Chairman of Telangana State Dairy Development Co-operative Federation in the presence of Sunil Reddy, Director, of Dodla Dairy, Sudhir Shah, Managing Director, of Scoops Ice Cream, Sama Murthy Jangam, COO of Heritage Foods and B2B and B2C consumers.

"The commercial refrigeration industry in India lacked a proper experience centre," said Soma Bharat Kumar, Chairman of Telangana State Dairy Development Co-operative Federation. "There were showrooms, but no place where a person could walk in, engage with different products in different settings, and make a well-informed decision regarding their choices. "Rockwell Experience Center", fills that void and provides a customer-benefiting experience." Bharat Kumar added.

Ashok Gupta, Managing Director of Rockwell Industries said, "The Rockwell Experience Center brings together the best industry technologies and products not only from India but also from other countries, showcasing a diverse array of

innovations. Visitors will have the opportunity to explore five realistic sets, including a bakery, a Professional Kitchen, a Bar, an Ice Cream Parlor, and a Supermarket, where they can interact with cutting-edge refrigeration solutions.↗

"We believe that education is the key to making informed decisions," Prateek Gupta, Director, Rockwell Industries expressed, "Rockwell Experience Zone enables consumers and businesses to touch, feel, understand, and use a wide range of products, all under one roof. By providing relevant and accurate information, we empower our customers to make informed buying decisions."