



Samsung HotBlast™ Technology TAKES Indian Cooking to the Next Level

MW 7000K HotBlast™ All-in-One Smart Oven cooks food up to 50 percent quicker than traditional convection ovens

Kuala Lumpur, Malaysia, February 4th 2016 – Samsung Electronics today announced the launch of MW7000K HotBlast™ Smart Oven for the Indian market, with a new and innovative technology that makes it possible for a convection microwave to cook ‘oven-like’ food in times up to 50% quicker than a traditional convection oven.

Families today often lack the time needed to cook proper meals due to a busy and fast paced lifestyle, so many prepare dinner with the help of a traditional microwave oven, which may have an impact on the quality and taste of food. Based on this insight, Samsung developed the HotBlast™ Smart Oven, which offers much more than a standard convection microwave oven. The HotBlast™ Smart Oven is fast, powerful and stylish, and saves users’ time in the kitchen.

‘We are glad to introduce our new Hot Blast™ technology equipped All-in-One Smart Oven for the Indian market. Indian cuisine is diverse and contains many distinctions in flavors and preparation methods. MW7000K is not only India’s quickest food maker that cooks 50% faster than a traditional convection oven, but also has a wide range of features & cooking techniques that provide a complete All-In-One solution to the consumer, Mr. Rajeev Bhutani, Vice President, Consumer Electronics, Samsung India, said.

50% Faster Cooking with HotBlast™

HotBlast™ technology has introduced a new way of cooking, offering families a quicker and higher quality culinary experience. Fast, powerful hot air is blasted downwards directly onto the food from 52 equally distributed air holes, cooking food up to 50% quicker than a traditional convection oven. The hot and powerful air is evenly distributed to cook delicious dishes, which are crispy on the outside and juicy on the inside letting you savour every moment of your meal.

Wide Grill: Enjoy Perfectly Grilled Food

The 1,500 Watt WideGrill of the MW7000K improves coverage up to 99%, allowing quicker and more even grilling. Now enjoy perfectly grilled food with enhanced browning in the comfort of one’s home.

Made for India Customization

A perfect cooking solution for Indian family MW7000K offers special option of Indian Combo allowing one to cook a complete meal in one go in addition to range of dairy products. It provide families flexibility to cook from a range of over 250 Indian cuisines.

SlimFry™(80% lesser fat)

By using SLIM FRY button on display one can enjoy crispy fried food with 80% lesser fat. The innovative feature combines HotBlast™technology with warm air circulation to envelops food, making it crispy on the outside using only a touch of oil.

**Sleek and Stylish look**

The premium design of the MW7000K is sleek and stylish, thanks to its wide window, flushed handle and stainless steel encasement. It fits impressively in the kitchen, making it stylish and lively as ever.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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