

# CRUISE APPLIANCES HOSTS CHANNEL PARTNER MEET & EXCLUSIVE FACTORY VISIT

Gurugram: Leading cooling appliances brand - Cruise hosted an exclusive product launch and factory visit for its premier Indian channel partners on 17th & 18th March '26 at Holiday Inn Gurugram. With a strong belief that partnerships are built not just through business, but through meaningful experiences this exclusive visit to the factory with product testing, quality checks and world class production line display was conceptualised to connect, inspire, and grow together.

From an immersive visit to our manufacturing facility - where partners witnessed the scale, precision, and innovation behind our products - to a dedicated business presentation and discussions, the experience offered a deeper understanding of the brand they represent.

The gathering also gave Cruise's top management an opportunity to express gratitude for the trust shown while sharing their upcoming vision for 2026 - strengthening a partnership rooted in transparency, progress, and mutual success.

