

CRUISE TO STRENGTHEN DISTRIBUTION NETWORK, HONOURS BEST PARTNERS OF 2019 IN DUBAI.

DUBAI: As Cruise continues its positive growth, the company will be focusing on strengthening its distribution network across India over the coming year. The company recently shared this strategy with its air conditioning dealer network in India.

“We took this opportunity to share our 2020 focus on retail excellence & recognized our channel partner’s contribution in customer excellence. We are grateful to our dealers, who have helped establish a good network to deliver world class products.” said Roshan Sirohia, Director at Cruise Appliances Pvt Ltd.

Over 40 of Cruise’s dealers attended and celebrated 2019’s performance at *Cruise Stars* - the annual dealers conference in Dubai & Abu Dhabi.

