

LPG Short Supply Fires Up Sales of Induction Cookers

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The sale of electric induction cooker has zoomed as consumers have been forced to adopt alternatives for their kitchen after being stranded by short supply of cooking gas and no action by the government against unscrupulous dealers.

Sale of induction cookers doubled this year for market leader Prestige, while the No. 2 player **Bajaj Electricals** saw sales climb 50%, mostly in the last quarter after the government imposed a limit of six subsidised cylinders per household per year. Many consumers have complained that gas dealers, who often have strong political connections, were seeking bribes to deliver cylinders.

The trend of induction cooker becoming an alternative to LPG stove is not confined to metropolitan areas. Even in smaller towns, housewives are finding induction cooker a more comfortable option than refilling of LPG cylinder. "Induction cookers are soon transforming from an alternative to a replacement for LPG stove," said Shekhar Bajaj, CMD Bajaj Electricals.