

# Latest Updates on Product Launches, Partnerships, and CSR Initiatives

CMI disseminates a range of information related to brand, including but not limited to new product launches, strategic partnerships, corporate social responsibility initiatives, company's milestones, achievements with our stakeholders, and more.

The press releases reflect our commitment to providing accurate and relevant information to our readers. Contact our customer support team for any media-related inquiries or further information.

## HOME APPLIANCE GIANT MIDEA INKS GLOBAL PARTNERSHIP WITH MUMBAI CITY FOOTBALL CLUB

**November 19, 2020** – Midea, one of the world's leading home appliances and air-treatment companies announced a new global partnership with Mumbai City FC. Midea becomes the Club's official Home Appliances, White Goods & HVAC (Heating Ventilation and Air Conditioning) partner.

For the 2020-21 season, Midea will feature on the sleeve of the Club's First Team shirts and will be visibly present on matchdays and at the Club's training facility at the Nagoa Village Panchayat Football Ground. Saturday, 21st November will be Mumbai City's first match with the new kit.

**Brando Brandstaeter**, Head of Global Brands and Communication at Midea Group's International Business Division said, "Midea is very passionate about its global brand building. With the rise of football in India, partnering with Mumbai City was a logical step to engage even more with our young and passionate Indian consumers. Needless to say, seeing Ranbir Kapoor wearing the Midea branded Mumbai City shirt will help to show our surprisingly-friendly product range not only to Mumbai's citizens, but also to the entire Indian subcontinent."

**Sanjay Mahajan**, Managing Director, Carrier Midea India said, "We are delighted to partner with Mumbai City FC. Mumbai City FC is not only experienced and dependable, but also proudly hosts some of the country's most promising young talent which stands for youthful passion, energy and innovation. These characteristics have a strong connect with the Midea range of technologically advanced VRF air conditioning system and made in India residential and light commercial air conditioners. Remaining firm to long term commitment to the Indian market, we see this association as an extension of the Midea brand's philosophy to enhance customer delight through state-of-the-art products."

**Bimal Parekh**, co-owner of Mumbai City FC said, "We are delighted to be partnering with such a fantastic global brand. Midea's ambition to grow in India has been impressive and we share their passion and commitment to develop and grow. We look forward to a successful season together."

City Football Group brokered this partnership as part of its consultancy services to the Club.

## About Mumbai City FC

Mumbai City FC is Mumbai's club in the Hero Indian Super League.

The team's logo is a reflection of a resilient fortress that stands proudly, surrounding the logo that signifies the unrelenting, determined spirit of the city. The seven stars symbolise the islands that form Mumbai, giving the club the apt nickname of The Islanders. Trains that are the very lifeline of the city ply millions of Mumbaikars across its vast expanse and connect these islands. Each

passenger, each citizen of the city, is bound together by their love for the place they call home. 20 million citizens, 20 million hearts pulse to a single beat – the heartbeat of Mumbai.

City Football Group is currently providing advisory services to the Club. CFG has entered into an agreement to acquire a majority investment in Mumbai City FC. The purchase is awaiting final approvals.

### **About Midea & Midea Group**

Midea is one of over 10 brands within the home appliance business of Midea Group – a leading global high-technology company ranked #307 at 2020's Global Fortune 500. Midea Group's business goes beyond home appliances and comprises business pillars like HVAC, robotics and automation, smart home and IoT, as well as smart logistics and components. All businesses of Midea Group are striving for one credo: #HumanizingTechnology. Midea Home Appliances brand offers one of the world's most comprehensive product ranges in the home appliance industry, specializing in air-treatment (commercial and residential air conditioning solutions), refrigeration, laundry, large kitchen and cooking appliances, small kitchen appliances, water appliances, floor care and lighting. Midea believes in providing surprisingly-friendly solutions by adopting a consumer-centric and problem-solving approach. Going above and beyond for the future, constantly exploring and inventing to meet the ever-changing demand of our consumers – enabling them to “make yourself at home”. Midea is, among many others, the world's #1 Consumer Appliances Producer[1], the world's #1 Air Treatment Brand[2], the world's #1 Major Appliances Producer[3] and world's #1 Small Cooking Appliances Brand[4]. Midea's globally 34 production centers and over 150,000 employees in more than 200 countries and regions generated an annual revenue of more than USD 40.5 billion in 2019. Midea's 28 worldwide innovation centers and the strong commitment to R&D have resulted in more than 50,000 authorized patents to-date.

<https://www.midea-group.com/Our-Businesses/home-appliances/midea>

#### **[1]“Midea – World's No.1 Consumer Appliances Producer”**

Source: Euromonitor International Limited; Consumer Appliances 20ed, per consumer appliance defined to include production of dishwashers/ refrigeration appliance/ home laundry appliances/ large cooking appliance/ microwaves/ air conditioners, producer volume in units, 2019 data.

#### **[2]“Midea – World's No.1 Air Treatment Brand”**

Source: Euromonitor International Limited; Consumer Appliances 20ed retail volume sales in units, 2019 data.

#### **[3]“Midea – World's No.1 Major Appliances Producer”**

Source: Euromonitor International Limited; Consumer Appliances 20ed, per Major appliance category definition, producer volume in units, 2019 data.

#### **[4]“Midea – World's No.1 Small Cooking Appliances Brand”**

Source: Euromonitor International Limited; Consumer Appliances 20ed, per Small Cooking Appliances category definition, retail volume sales in units, 2019 data.

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