

# Defy Appliances (Pty) Ltd in Consumer Appliances (South Africa)

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## Abstracts

Defy Appliances (Pty) Ltd is expected to sustain its position as the largest manufacturer and distributor of major appliances in South Africa, as well as the leading production centre for exports into Africa. This will be achieved mainly through investment by Arçelik AS in its local subsidiary, operational efficiencies, manufacturing facility development, new product development and product portfolio expansion over the forecast period, targeting both higher- and lower-income groups.

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