





FROM THE DIRECTOR'S DESK

Dear Readers,

Welcome to the family of decent appliances.

As a pioneer and an innovator in kitchenware industry, Decent Appliances, has had a renowned past. We can say that the years we experienced in the past are significant years and it is clearly seen that we have intensively delivered our best performance to focus on customer satisfaction. Our future holds the guarantee of much more noteworthy accomplishments.

On behalf of the Board of Directors, I would like to thank our valuable customers, reliable dealers and world-class suppliers. Besides, I would like to make a special mention of our employees' enthusiastic contribution in establishing our organization.

Our strength is developed by our unique ideas and values, wherein we develop quality products and excellent services.

We are now in an ever-changing market environment. In such situation, we firmly believe that "Trust" is the key element in persuading customers to choose our quality products. We totally accept that "trust" can create a "Win-Win Situation" for a long deeper relationship.

Decent Appliances has invested over the years in a geographic presence, a product portfolio, a flexible supply chain and world-class manufacturing capabilities that together give us competitive advantage.

Progress for me has never been a dream. It has always been a distant reality and once one milestone is achieved, there is always another one waiting to be crossed. We at Decent Appliances have evolved over the years and there's much more to come. The journey of Decent Appliances is never ending. But with the support of our team and clients, I am confident that the company will continue to scale milestones of excellence for years to come.

I welcome you to browse through our brochure to get a first-hand impression of our capabilities.

A handwritten signature in black ink, appearing to read "Bhimji K. Vadiya", is positioned above the printed name.

Mr. Bhimji K. Vadiya



About Decent Appliances

Connoisseurs' masterpiece, that's way to define "Decent" Brand products, with its rich experience of about two decades. Right from the inception of the company in 1998 we have been Committed to provide our consumers with quality kitchenware products, that are modular, compact, easy to operate and breathtakingly beautiful. With the knowledge and strict quality measures of the company. We make sure that each product is fabricated with the best possible quality. Company's R & D department constantly ensures that all products are improved to make the consumers' life easy and more comfortable. The marketing and other wings of the company with their hard work and sharp marketing intelligence help the company in achieving newer heights and goals.

Vision :

- To satisfy distributors and customer's quantity and quality needs.
- Customer's faith is the most important aspect and we work for its achievement.

Mission :

- To maintain the standards of product quality and to provide better service at the reasonable rate.
- To make efforts to improve on customer satisfaction by providing sufficient after sales services.

Core Values :

- Client Value Creation
- Responsibility
- Constant improvement
- Cost-consciousness
- Create a Culture of Honesty
- Committed to Greatness
- Trust, Transparency and Knowledge

Core Strategy

To develop "Decent Appliances" so as to make it known all over India

Strength of Company

- Highly efficient, low-cost manufacturing
- Strong employee attitudes.
- Personal relationships with clients
- High integrity
- Knowledge of sales & Marketing
- Number of variety of products

DEGENT[®]
THE PRIDE OF KITCHEN
SINCE 1998





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 60 PARING KNIFE

Sharp blades for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precisely crafted for a sharper long-lasting cutting edge

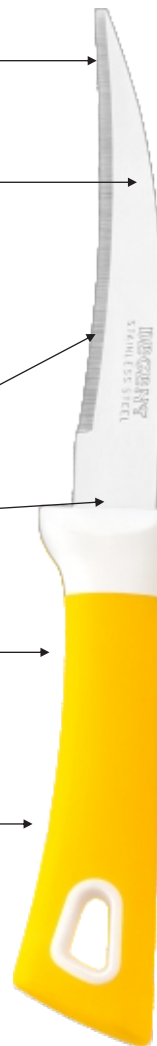
Specially shaped blades for greater comfort and effectiveness

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 190mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 61 VEGETABLE KNIFE

Hollow ground blades for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precision ground for a sharper long-lasting cutting edge

Specially shaped blades for greater comfort and effectiveness

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 200mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 62 VEGETABLE KNIFE

Hollow ground blades for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precision ground for a sharper long-lasting cutting edge

Specially shaped blades for greater comfort and effectiveness

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 200mm





ELEVATE SURGICAL KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 63 UTILITY KNIFE

Hollow ground blades for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precisely crafted for a sharper long-lasting cutting edge

Specially shaped blades for greater comfort and effectiveness

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 187mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 64 UTILITY KNIFE

Hollow ground blades for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precisely crafted for a sharper long-lasting cutting edge

Specially shaped blades for greater comfort and effectiveness

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 212mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 65 UTILITY KNIFE

Hollow ground blades for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precisely crafted for a sharper long-lasting cutting edge

Specially shaped blades for greater comfort and effectiveness

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 235mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 66 LASER KNIFE

Laser blades for
greater comfort and
effectiveness

High-grade (AISI 420)
stainless steel blades are
hardened (53-55 HRC)
& precisely crafted for a
sharper long-lasting
cutting edge

Specially shaped blades
for greater comfort and
effectiveness

No unhygienic gaps
between handle and blade

Handles are shaped
for maximum comfort
during use

Tough and shock-proof
polypropylene handles
are hygienic and
dishwasher safe

Total Length - 235mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 67 LEMON KNIFE

Laser blades for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precisely crafted for a sharper long-lasting cutting edge

Specially shaped blades for greater comfort and effectiveness

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 198mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 68 LEMON KNIFE

Laser blades for
greater comfort and
effectiveness

High-grade (AISI 420)
stainless steel blades are
hardened (53-55 HRC)
& precisely crafted for a
sharper long-lasting
cutting edge

Specially shaped blades
for greater comfort and
effectiveness

No unhygienic gaps
between handle and blade

Handles are shaped
for maximum comfort
during use

Tough and shock-proof
polypropylene handles
are hygienic and
dishwasher safe

Total Length - 224mm





ELEVATE

**SURGICAL
KNIFE SERIES**





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 69 PEELING KNIFE

Ultra Sharp blade for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precisely crafted for peeling a wide variety of fruits & vegetables, whether they have tough or tender skins

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 170mm





ELEVATE
SURGICAL
KNIFE SERIES

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle

DT - 70 PEELING KNIFE

Ultra Sharp blade for greater comfort and effectiveness

High-grade (AISI 420) stainless steel blades are hardened (53-55 HRC) & precisely crafted for peeling a wide variety of fruits & vegetables, whether they have tough or tender skins

No unhygienic gaps between handle and blade

Handles are shaped for maximum comfort during use

Tough and shock-proof polypropylene handles are hygienic and dishwasher safe

Total Length - 188mm





ELEVATE

**SURGICAL
KNIFE SERIES**

3 PCS KNIFE SET

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle



LARGE PEELER



PLAIN KNIFE



LASER KNIFE





PRIME EDGE

SURGICAL
KNIFE SERIES

3 PCS KNIFE SET

- Available in 5 colours
- AISI 420 Stainless Steel Blade
- Double Mold
- Comfortable Grip Handle



Total Length 200mm

188mm

200mm





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