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Business

In Surya Star Chef Season 2, Surya's home and kitchen appliances will be seen in a special style

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- In Malanpur, 10 teams of channel partners and their families will participate

- This special cooking event will give an experience of the products

Malanpur | Surya Roshnai Limited, one of the country’s leading companies in the fields of lighting (consumer and professional), wires, fans, home appliances, PVC pipes, water pumps, water tanks, and steel pipes, is going to host the second season of 'Surya Star Chef' at its Malanpur unit on November 22, 2026. The first season of this initiative was held in Kashipur, where Surya employees and their families participated. After getting a good response for the first season, this time the company has decided to include its channel partners and their

families in the event as well. Mrs. India 2018, Pride of Madhya Pradesh, and People's Choice Award winner Poonam Sapra, along with Mondelez Cadbury's Unit Head Rajesh Chhawda, will be present at the event as special guests.

In Surya Star Chef Season 2, 10 teams will participate. Each team will have three members. The aim of this event is to bring together the art of cooking, spending time with family, and connecting with the company on one platform. It's not just a cooking competition; through this, the company wants to strengthen its relationships with its channel partners. A special objective of this edition is also to give channel partners a firsthand experience of Surya’s range of home and kitchen appliances. The competition will use Surya's own kitchen appliances for cooking. This will give participants a chance to closely understand the functionality, features, and everyday use of these products. In this way, they can better know the advantages of these products by using them themselves.

On this initiative, Padma Shri Chairman of Surya Roshni Limited, Jayprakash Agrawal said, "At Surya, we have always believed that our relationships are not just limited to business. Our employees and channel partners are an integral part of the Surya family. Initiatives like Surya Star Chef give us the opportunity to connect these relationships more closely and make them special. The good response to the first season encouraged us to take this initiative forward and this time include our channel partners and their families as well. Through this event, we want our partners to use Surya's home and kitchen appliances themselves, understand their features, and see how these products can make everyday life easier. Our effort is to develop Surya Star Chef as a regular event that brings our partners closer to the brand and gives them the opportunity to share memorable experiences with us."

This initiative also reflects the company's mindset of wanting to go beyond traditional business relationships with its channel partners and build a stronger connection. Including their families in this event will enhance bonding and give everyone a chance to share a memorable experience together. The second season of Surya Star Chef is an important step for the company to move forward as a special brand engagement initiative. Through this, the company is bringing together family participation, strong relationships with channel partners, and direct experiences with its products on one platform.

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