



Future Group Launches India's First Baking Brand – WhisQ – With Celebrity Pastry Chef Pooja Dhingra

WhisQ offers a wide range of baking essentials manufactured by leading German company Fackelmann

Mumbai, December 20, 2016. Future Group, pioneer of modern retail in India, launched the country's first one-stop baking brand – WhisQ today. The baking range integrates the best minds in the industry to give customers a premium home product for easy baking and a lavish experience. WhisQ integrates the finest German technology by leading manufacturer Fackelmann with the baking expertise of ace celebrity baking chef, Pooja Dhingra. With the best minds behind this, Future Group aims at addressing every baking need of its customers with a single product range.

“Indians are experimenting with food a lot and baking is an important part of it. People of all ages are trying their hand in baking but struggling to find the best quality baking equipments. We aim to close this gap for them with WhisQ. It will offer a wide range of baking products manufactured with the best German technology. The combination of our customer insights and Pooja Dhingra's baking expertise makes WhisQ the best baking solution to the customers.” said **Avni Biyani, Founder, WhisQ.**

WhisQ allows you to graduate to the next level in terms of a premium home-baking experience. Its range comprises a wide range of baking products – from fondant rollers, whisks, macaroon kit, to moulds, measuring spoons and fondant decorators – that address every little need which defines a superlative experience to its user.

“As a home baker, it gets really difficult to source the best tools and equipments for baking. With WhisQ, we aim to help them get the best technology along with a wide range of baking equipments and ingredients. The products will take the experience of home baking to a higher level”, explains **Pooja Dhingra, Co-Founder, WhisQ.**

WhisQ has a range of beautiful baking pans in varied shapes to make tiered cakes, muffins, dainty fairy cakes, and tarts. One can now introduce children to baking with cheerful cookie cutters and animal shaped baking moulds. The possibilities are endless here with WhisQ!



About WhisQ:

Future Group's **WhisQ** in association with Pooja Dhingra is a brand that caters to every home bakers' needs by providing full range of baking equipments. Made with the best German technology, these equipments are a class apart. WhisQ takes you from the basics of baking to the finesse of the final dish. From fondant rollers, whisks, cake decorating kit, macaroon kit, to moulds, tins and measuring spoons, these products are made keeping in mind all the factors which will make your baking experience a step higher. At WhisQ, you will find a range of beautiful baking pans in varied shapes to make tiered cakes, muffins, dainty fairy cakes and tarts. Baking pretty macaroons is a breeze with our silicone baking mats and seasoned cake decorators can create breath-taking fondant art using our range of precision tools.

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