

Haier India invests Rs 1,000 cr in Greater Noida, to create 3,500 jobs

Haier Appliances India is investing Rs 1,000 crore in its Greater Noida plant from 2024-2028. This includes a new Rs 200 crore injection molding plant, a Rs 100 crore PCB unit, and a Rs 700 crore AC manufacturing facility. The expansion will create 3,500 jobs.



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Updated On Mar 9, 2025 at 03:05 PM IST

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New Delhi: Haier Appliances India has announced Rs 1,000 crore investment in its Greater Noida plant between 2024 and 2028.

Speaking to ETRetail on the sidelines of the inauguration, NS Satish,

President, Haier Appliances India shared that the company has inaugurated a Rs 200 crore injection molding plant, which will ensure better quality and flexibility in plastic component production, and a Rs 100 crore PCB manufacturing unit that will become operational by October 2025.

The biggest investment, of Rs 700 crore, will go into a new AC manufacturing facility, which will increase Haier’s annual AC production capacity by 2.5 million units, taking the total to 4 million units by early 2027.

The expansion will also create 3,500 additional jobs, doubling the company’s workforce in Noida, he stated.

"The opportune Bhoomi Pujan of our new facilities at the Greater Noida plant underscores our commitment to the country’s ‘Make in India’ initiative," said Satish.

Manoj Kumar Singh, Chief Secretary, Government of Uttar Pradesh also present during the inauguration ceremony said, “We are confident that this facility will play a crucial role in driving the state’s economic growth, and further establish India as a key player in the global manufacturing sector.”

In 2018, Haier had signed an MoU with the Uttar Pradesh government to set up its Rs 3,069 crore industrial park. The consumer durables major has already invested Rs 1,400 crore in the Greater Noida plant.

Haier India closed 2024 with Rs 8,900 crore in revenue and has set a target of Rs 11,500 crore for 2025. The company’s revenue mix is led by refrigerators at 40-45 per cent, followed by air conditioners at 20 per cent, with washing machines and LED TVs contributing 15 per cent each.

As demand surges, Haier is also scouting for a new manufacturing facility in South India to support rising sales of washing machines and refrigerators, Satish said.