



Godrej Appliances bags CII Design Excellence Award 2021 for washing machine 'Edge Ultima - Steelnox'

~Godrej Appliances recognised as sole winner in the Consumer Appliances segment~

Mumbai, December 15, 2021: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Appliances has won the *CII Design Excellence Award 2021* for its recently launched *Godrej Edge Ultima SteelNox Washing Machine* in the category of Product Design for Consumer Appliances.

The primary evaluation criteria for the award included creativity and innovation, human perspective, sustainability among others. Acing all the parameters of evaluation, Godrej Appliances was recognised as the sole winner among consumer appliance category. The award celebrates organizations that strive to create new paradigms of design in India.

The Godrej Edge Ultima Steelnox blends aesthetics, durability and sustainability perfectly. It has a unique borderless design with soft shut, tinted toughened glass lids. Additionally, the control panel is protected with toughened glass to ensure no water seeps in. Both the wash & spin drums are made of rust proof stainless steel. The bezel design makes the lid usage convenient for consumers. In keeping with the brand's commitment to the environment, the machine also comes with a 5 star BEE rating that helps conserve energy and water. These innovative feature and designs make it a high performing product in the competitive landscape. The machine comes in two attractive colours - Crystal Blue & Crystal Grey.

On receiving the award, **Mr. Kamal Nandi, Business Head & Executive Vice President, Godrej Appliances** said, *"Our relentless focus on innovation, customer centricity and environment has enabled us to create award winning products like 'Edge Ultima Steelnox'. This recognition will propel our teams further to continue innovating for our consumers, in line with our brand philosophy of 'Soch Ke Banaya Hai / Things Made Thoughtfully'. We have been investing in product design – both in terms of people and infrastructure, and the same is reaping dividend for the brand."*

Further, adding his comments, **Mr. Rajinder Koul, Product Group Head – Washing Machines, Godrej Appliances** said, *"We are delighted with the recognition which is a testament to our spirit of innovation, and we remain committed to developing new and improved products for our consumers across segments. The Edge Ultima Steelnox machine offers semi-automatic consumers a best-in-class choice, and more such offerings are being rolled out across all washing machine segments."*

About Godrej Appliances:

Godrej Appliances, a business unit of Godrej & Boyce, is one of the leading Home Appliances players in India. Godrej & Boyce was the first Indian Company in 1958 to manufacture Refrigerators and since then Godrej Appliances has expanded its portfolio across many other categories like Washing

Machines, Air Conditioners, Microwave Ovens, futuristic Thermo-electric cooling solutions, Air Coolers, Deep Freezers, highly specialized Medical Refrigerators and more recently, UVC Technology-Based Disinfecting devices and Dishwashers, all powered by the driving philosophy of 'Things Made Thoughtfully'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej. Both manufacturing units of Godrej Appliances became the first in the country to win the coveted Platinum Plus Green Co certification for their pioneering green manufacturing practices. The brand takes pride in not just its carefully designed products and environment-friendly technologies, but also best in class after-sales service delivered through over 680 service centres and more than 4500 Smart Buddy service experts spread all over the country.

To learn more visit : <https://www.godrej.com/godrej-appliances>



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