

Godrej Appliances improves food safety for consumers with advanced Nano Disinfection Technology in its frost free refrigerators

Targets expanding its Health & Hygiene led appliance offerings to 30% of its portfolio

- *100% surface sterilization inside air flow duct and 95%+ germ removal from food surfaces*
- *Reiterates its commitment towards consumer health by extending disinfection technologies across surface disinfection, room air conditioning, laundry, dishwashing to now refrigeration*

Mumbai, December 21, 2021: Godrej Appliances, part of Godrej & Boyce, the flagship company of the Godrej Group, has been strengthening its product offerings in line with the consumer shift towards more health and hygiene consciousness. To cater to this increasing demand, the brand has introduced advanced '**Nano Disinfection Technology**' to its range of frost-free refrigerators, for which the company has also filed a patent.

The environment we live in today is prone to germs and consumers are increasingly concerned about it. Godrej Appliances wants to ensure that the food people are consuming is as healthy as possible, especially in today's scenario where our food changes many hands before it reaches us and even the air around is prone to germs. The *Nano Disinfection Technology* uses a special Anti-Germ Nano coating in the air flow duct of the refrigerator. The air passing through this duct gets disinfected and as it circulates, it controls microbial activity in the enclosed refrigerator compartment, further disinfecting food surfaces in the refrigerator. This technology has been tested to deliver 100% surface sterilization at the duct and an average of 95%+ food surface disinfection against germs. The clear reduction in microbial activity helps ensure better food preservation, keeping it fresh and healthy for longer. Unlike regular refrigerators which reduce microbial growth with cooling, the disinfection technology goes a step further in sanitizing the air in the refrigerator and therefore the exposed food surfaces against any germs which may be present on it.

The technology was tested at an NABL accredited lab. The 24 hour food surface disinfection lab tests were conducted against select set of commonly found germs like eColi, Salmonella etc and on different foods - exposed tomato, exposed bread, curd and cut apple – things which one commonly finds in the refrigerator. This advanced technology is proprietary to Godrej Appliances.

Earlier this year, Godrej Appliances introduced the *T-series Air Conditioners* with a special *Nano-Coated Anti-Viral Filtration Technology* which disinfects 99.9%* viral and bacterial particles coming in contact with the Nano Coated Filter surface; *Godrej Eon Dishwashers* with technologies such as *Anti-Germ UV-Ion Technology, Steam wash and Anti-bacterial filters* to eliminates bacteria and disinfect dishes; and *5 Star BEE rated Godrej Eon Magnus Washing Machines* with *GermShield Technology* that disinfects 99.99%+ germs* and covid virus*. Godrej also offers advanced medical refrigerators for vaccine preservation and advanced freezers for medical cold chain and has been part of India's covid vaccination drive. Last year, the company also launched *Godrej ViroShield*, a UVC based disinfecting device to eliminate covid virus and germs from surfaces of almost all daily usage articles. (*Conditions apply. Know details of test at godrej.com/Godrej-appliances).

Commenting on the new launch, **Kamal Nandi, Business Head and Executive Vice President – Godrej Appliances**, said, *"We are committed towards offering our consumers better health and hygiene solutions across all our appliances portfolio and have been exploring technologies. Since the last year, we have introduced multiple products with cutting edge technologies for germ protection. Encouraged by the response on these offerings and our continuous consumer interactions which reveal a clear need for food disinfection inside refrigerators, we launched the Nano Disinfection technology in our refrigerators. With this technology, we aim to strengthen our market position and increase our health-oriented solutions to 30% of our overall portfolio by next year."*

Further, **Anup Bhargava, Product Group Head -Refrigerators, Godrej Appliances**, added, *"The Nano Disinfection Technology introduction is a significant benchmark in Indian refrigerator industry. The Nano Disinfection Technology is available in the recent new introduction of Godrej Eon Valor Convertible Refrigerator which also comes with fridge freezer 4-in-1 Convertible technology, and Cool Balance Technology with advanced air flow design that keeps your food farm fresh for upto 30 days. The disinfection technology will soon be available in the entire Frost Free Range."*

The machines are available in 244-350 liters capacity starting from Rs. 29,000.

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 centers and more than 4500 SmartBuddy service experts spread all over the country.

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



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