

## Godrej Appliances launches a slew of premium products to drive 50% + growth this festive season

~Lines up 100+ new products for festive shoppers and a range of consumer offers

**Mumbai, September 15, 2022:**

Godrej Appliances, business unit of Godrej & Boyce, flagship company of Godrej Group promises to make it brighter for its customers this festive season with its 'Dil Bole WOW' campaign featuring **100+ new models** for the new consumer looking to buy an appliance this festival, coupled with a wide range of consumer offers.

In line with the growing trend of premiumization being witnessed across categories, the brand has introduced new range of *Eon Velvet series* – comprising new **Side-by-Side Refrigerators** with advanced controls and **Top Load Washing Machines** with well-established *GermShield* technology, advanced looks and back panel controls; and *Eon Crystal series*– a new range of attractive **Glass Door Frost Free Refrigerators** with **Nano Shield technology for 95%+ Food Surface Disinfection** along with other new ranges of semi-automatic washing machines and deep freezers. This follows its other recent launches– complete range of indigenously manufactured ACs including Smart ACs, Counter-top Dishwashers and glass door single door refrigerators earlier this year. The brand has also recently introduced a unique new offering– Godrej *InsuliCool*, a precise and portable insulin cooler which maintains insulin effectiveness at the optimal temperature of 2 to 8 degrees Celsius.



Commenting on the new offerings, **Kamal Nandi, Business Head and Executive Vice President – Godrej Appliances, part of Godrej & Boyce** said, *“Between last festive to this October, we will have added 100+ new product SKUs offering greater choice for our consumers. This new portfolio is largely centered around premium products across categories- from side-by-side refrigerators to top end automatic washing machines, double door refrigerators and advanced air conditioners. These premium offerings are largely health first offerings, with patents applied for them – like the food disinfection technology in refrigerators, germ disinfection in washing machines or the unique thermoelectric precision cooling for insulin, delivering greater health and convenience to our customers. Coupled with consumer schemes that will enable consumers to upgrade easily, these new offerings are expected to help us drive more than 50% growth this festive season.”*

The consumer schemes will offer consumers extended warranty, exchange & cashback offers up to 12000 with leading banks. Customers can also take-home Godrej Appliances with just Rs. 1 down payment. There are choices of flexible and fixed lucrative EMI options. These schemes will be available on more than 100+ products in 18,000+ stores pan-India. Given the 125 years celebration of Godrej and Boyce, every customer will also stand a chance to win up to Rs 1 Lakh on registration.

### **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, UVC Technology-Based Disinfecting devices, Dishwashers and more recently InsuliCool product range, 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>

