

Godrej Appliances introduces compact counter-top dishwasher for smaller families
Eases dishwashing woes as consumers undergo pandemic induced home isolation across the country



Mumbai, February 08, 2022: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Appliances has launched **Godrej Eon Magnus Counter-Top Dishwasher** to manage dishwashing requirements of smaller families.

Unlike earlier times, the pandemic has made dishwashers as a category more familiar for consumers at large. However, consumers are still grappling with some concerns: Bulk of India resides as nuclear families today and the apartment culture is catching on across cities. One of the concerns around regular dishwashers is their size which makes them difficult to fit in smaller kitchens. The newly introduced compact dishwasher fits over the counter or on the tabletop easily without occupying floor space. Another question that small families tend to grapple with is whether they need the regular sized dishwasher given their limited dishwashing needs. The *Godrej Eon Magnus Counter-Top Dishwasher* is an 8 place-setting compact model that can wash all the regular dishes for 2 – 3 membered families easily.

The model is lean in its size but comes loaded with features such as **Intensive 70°C germ free wash** program for normal to heavily soiled dishes with dried on food; **Lite 90** for normally soiled dishes needing a quick wash, **Quick 35** for lightly soiled loads that don't need drying, **Delicate** for lightly soiled crockery and glassware; Delay start for up to 24 hours, Silent wash, 2 spray levels, interior lighting, easy-to-use control panel apart from higher drying efficiency. To take care of the growing need among consumers with respect to disinfection, this dishwasher has an in-built **heater** and an **anti-bacterial filter** that gives a hygienic and squeaky-clean wash. Also contrary to the popular belief that dishwashers consume a lot of water, the Godrej Eon magnus series of counter-top Dishwashers can be operated in an **eco-wash mode** which uses as little as 8 litres of water per cycle of wash.

Commenting on the product launch, **Kamal Nandi, Business Head and Executive Vice President – Godrej Appliances, part of Godrej & Boyce** said, *“As always, we are constantly working towards products that are relevant to consumers. The Godrej Eon Magnus series of counter-top dishwashers is yet another offering which caters to the needs and concerns of today’s consumers. With hygiene, convenience and efficiency at its heart, it delivers a better way to do the dishes to everyone needing a more compact dishwashing solution.”*

Further, **Rajinder Koul, Product Group Head – Dishwashers, Godrej Appliances**, said, *“Our newest offering of Godrej Eon Magnus counter-top dishwasher not just ensures a great wash performance, but as is expected out of every Godrej product, it is also environment friendly with A+ Rating as per European standards. It saves water and energy and coupled with its great features it is indeed true to our philosophy of things made thoughtfully. Designed for small families, keeping in mind the changing lives of consumers the product is particularly relevant in today’s time.”*

The dishwasher which comes with 2 years of comprehensive warranty is currently available in two elegant colours -Silky Black & Silky Silver starting at MRP Rs. 27,490/- on Amazon and will soon be available across other ecommerce platforms as well as all the leading stores pan India. Currently the platform is also offering no cost EMI and exchange offers.

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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