

Godrej Interio launches the Neo Smart Chimney, an indispensable accessory to modern modular kitchens, ahead of the festive season

~ The Neo Smart Chimney offers a unique 'cool draft' feature for high suction capacity and user comfort

~ Launches exciting customer offers to celebrate the commencement of festivities across India~

Mumbai, October 6th 2021: As India sets to embrace the festivities, Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Interio, India's leading furniture solutions brand, launched the 'Neo Smart Chimney', its newest offering in the kitchen segment. With its unique features and aesthetic look, the brand aims to provide the perfect accessory to make space for efficient kitchens for the working Indian population. The launch of this product has been announced to cater to the high usage of kitchens ahead of the festive season.

With design thinking and user insights being at the root of every innovation at Godrej Interio, the Neo Smart Chimney assures high quality, functionality, design, and sustainability. It also offers assured warranty to customers and is available pan India.

Food preparation can be a cumbersome activity, especially during the festive season where time spent in the kitchen is longer and the heat from cooking is a significant pain point. Godrej Interio's Neo Smart Chimney offers a specialized **cool draft design** to ensure user comfort while they prepare food. It also has special set of **baffle filters**, which can handle the regular Indian household cooking style which includes considerable use of masalas and frying. The **auto clean** feature has an oil collector tray which can be easily removed and cleaned. The **LED Lights** provide better illumination while cooking and have greater durability.

As a part of the festive celebratory offers, customers will get a mega discount of up to 25% and cashback up to INR 24,000 in the home furniture segment which includes Bedroom, Living Room, Dining Room and Mattresses. The brand is also offering up to 25% off OR a free chimney and hob on modular kitchens during the festive season. The offer can be availed both online and at the nearest store. This offer is valid from 6th October 2021 to 12th December 2021.

Subodh Mehta, Senior Vice President (B2C), Godrej Interio said "During the pandemic, consumer behaviour pivoted toward the home. With restrictions over the various lockdowns and dining outside being curtailed, kitchens became centres of not only daily food preparation but also a space for culinary experimentation. As a result, time spent in the kitchen significantly increased. Cooking is a time consuming and sometimes uncomfortable process with pain points such as poor ventilation, heat and the use of strong aromatics in Indian cuisine. The Godrej Interio's Neo Smart Chimney plays a crucial role in alleviating these common pain points with its cool draft and auto clean features while also adding to the aesthetic look of your kitchen. As India is set to embrace the festivities, we are launching this revolutionary kitchen accessory to enable customers to celebrate to their fullest and spend quality time with their loved ones. With its distinctive features, the Neo Smart Chimney will light up the kitchen experience this festive season."



About Godrej Interio:

Godrej Interio is India's leading premium furniture brand in both home and institutional segments with a strong commitment to sustainability and centers of excellence in design, manufacturing and retail.

Led by the largest in-house design team in the country in the furniture category and awarded with 34 India Design Mark Awards till date, GODREJ INTERIO aims to transform spaces with its thoughtfully designed furniture to create brighter homes and offices with products that have the highest design quotient in aesthetics, functionality and technology. With consistent pursuit of excellence and a special focus on health and ergonomics, GODREJ INTERIO's product portfolio comprises of a wide range of solutions

*Today, we design and manufacture furniture for **office spaces, homes, educational institutes, healthcare facilities, laboratories** and more. Along with furniture we offer **Audio Visual and 360 Degree Turnkey solutions**. Each of our product range revolves around comfort and aesthetics while delivering well-designed, long lasting and functional furniture solutions. In short, Godrej Interio helps the consumers to make every space the perfect setting for their myriad moods and moments.*

Currently present in over 650 cities with 250 exclusive showrooms and 800 dealers, is one of the largest divisions of Godrej & Boyce Mfg. Co. Ltd., part of the Godrej Group, one of India's largest engineering and customer product groups.

Godrej Interio has 7 manufacturing facilities situated at Mumbai, Khalapur, Haridwar, Shirwal, and Bhagwanpur. GODREJ INTERIO's Shirwal Plant is Green Co Platinum Certified, and Mumbai Plants are Green Co Gold Certified. GODREJ INTERIO is widely known for its comprehensive sustainability certifications for its products in furniture category.

GODREJ INTERIO commitment to the environment has resulted in manufacturing products with lesser environment footprint. Our pioneering efforts include designing less environment burdening products, usage of eco-friendly materials and setting up less polluting and consuming processes, ensuring eco-friendly packaging and transportation and finally the extended responsibility of recycling/reuse of used furniture and scrap, thus ensuring a lifecycle approach to green. GODREJ INTERIO has the widest range of green choices for our customers which not only includes products but also services such as green interiors and recycling.

The brand boasts of noteworthy awards received so far- CII Exim Bank Award for Business Excellence 2016, Superbrands 2017-18, Reader's Digest Most Trusted Brand 2018 Gold (Home Furniture and Modular Kitchen), TRA's India's Most Consumer focused brand 2019, GreenCo Star Performer Award 2019, National Energy Leader Award at CII National Award for Excellence in Energy Management 2018.

For further information, please visit <https://www.godrejinterio.com/>

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