

Godrej Appliances unveils new television ad campaign with Bollywood star Ayushmann Khurrana for their Air Conditioners

~ The multi edit campaign showcases different facets of the AC – from Cooling to Energy Efficiency to Smart Voice Controls



Mumbai, 4th April, 2022: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Appliances has launched its new television campaign featuring superstar Ayushmann Khurrana, to showcase its air conditioning expertise.

The TVC showcases Ayushmann Khurrana bearing the brunt of poor air conditioning – be it an AC that fails in sweltering summers, to a power guzzling AC, to an AC that doesn't understand him and finally getting a solution in the form a thoughtfully made Godrej Air Conditioner.

Commenting on the latest campaign, **Swati Rathi, Head – Marketing, Godrej Appliances** said, *"Godrej has invested heavily in state of art manufacturing of Air Conditioners and the new portfolio has a lot to offer. The versatile offerings needed focused storytelling and the multi edit campaign brings alive the brand philosophy of Soch Ke Banaya Hai or Things Made Thoughtfully in an engaging manner with Ayushmann Khurrana playing the protagonist."*

The TVC campaign conceptualized and created jointly with **Creativeland Asia** is being aired on TV and digital platforms across India capitalizing on the IPL eyeballs and beyond as well. Adding some thoughts, **Anu Joseph, Chief Creative Officer, Creativeland Asia** said, *"Air-conditioners are great to have. But, sometimes they come with their own set of problems. Godrej ACs have a solution for each one of them. The idea was to make short, quirky and highly impactful ads that highlighted the problem and showcased the solution that Godrej ACs have for you."*

Watch it here:

<https://www.youtube.com/watch?v=D8UnYrU6C8I>

<https://www.youtube.com/watch?v=m39d6Q9mNEA>

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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