

## Godrej & Boyce celebrates 75th Independence Day with special offers

*The company is offering deals on its home security solutions, appliances and home and kitchen furniture and solutions.*

- Godrej Interio offers up to 25% discount across its portfolio of products and solutions
- Godrej Security Solutions is offering 10% off across its entire range of products on its [shop site](#).
- Godrej Appliances is offering a basket of attractive finance schemes, cashback up to INR 6000, lucrative EMI schemes and continues to offer extended warranty to vaccinated customers.

**Mumbai, 13 August:** Deep rooted in India's Independence and Swadeshi movement, Godrej & Boyce, the flagship company of the Godrej Group, has always played an instrumental role in nation building much before India got its independence. Since its inception, Godrej & Boyce has demonstrated continuous commitment towards our economic growth through customer centricity, technological innovation, environmental sustainability and community development. To mark the beginning of India's 75<sup>th</sup> glorious year of Independence, the Company is offering a slew of attractive offers to its customers.

**Godrej Interio**, India's premium furniture brand in both home and institutional segments, is also giving attractive offers with its Freedom Sale, which includes up to 25% discount on its products. Customers can also avail exclusive offers on a wide range of home furniture and modular kitchen products and solutions. The offers are currently active and are valid till 23rd August.

**Godrej Security Solutions** is offering 10% off across its entire range of products on its [shop site](#). Consumers can use coupon code GSS10 to redeem the offer. The offer is valid only on August 15. Recently the company launched India's most secure home camera range, the 'Spotlight'. Designed and manufactured in India, this innovative product offers Indians best-in-class data security, so that a customer's home and personal data stays private.

To drive purchases while maximising consumer's liquidity, Godrej Appliances is offering 3 and 6 month EMI offers with 0% interest on select Credit Card Purchases. Attractive finance offers with 12 months, 10 months and 8 months payment options, Fixed EMI schemes starting Rs. 900 apart from attractive cashback up to INR 6000 on leading credit cards and debit cards on select purchases **are available** as well. Godrej Appliances has also been an active contributor to the covid vaccination drive with its medical refrigerators protecting the covid vaccines at the right temperature. Taking its support to the cause further, the brand had introduced a one-of-its-kind

special offer of 6 months extended warranty free on purchase of Godrej Appliances, across all channels, for customers who have received at least one covid-19 vaccine dosage and will continue to extend the same as part of its Independence Week consumer offering. **These offers are valid till 21st August 2021 pan India.**

*“Godrej & Boyce has always been committed to enriching the quality of living every day, everywhere. Festive season is a time when consumers upgrade their homes and spend quality time with their family. As a consumer centric brand, our focus is to provide greater value to our diverse set of consumers. “At Godrej & Boyce, most of our products are made in India with a focus on sustainable solutions. Over 30% of our revenues come from Good and Green products. With the exciting offers on home products and solutions offered by the different brand within Godrej & Boyce, we are confident of adding value to our patrons across India”.* **said, Mehernosh Pithawalla, Head of Brand and Strategic Insights, Godrej & Boyce.**

#### **About Godrej & Boyce Mfg. Co. Ltd.**

Godrej & Boyce (‘G&B’), a Godrej Group company, was founded in 1897, and has contributed to India’s journey of self-reliance through manufacturing. G&B patented the world’s first springless lock and since then, has diversified into 14 businesses across various sectors from Security, Furniture, Aerospace to Infrastructure and Defence. Godrej is one of India’s most trusted brands serving over 1.1bn customers worldwide daily.