

## **Flood-hit Maharashtra: Godrej Appliances extends support to the affected**

*- Joins relief efforts through special service camps for appliances*

**4<sup>th</sup> August 2021:** Heavy rains have wreaked havoc on Maharashtra, making it one of the worst-affected states. Torrential rains and floods have affected several areas of Maharashtra, with Chiplun, Kolhapur and Sangli districts taking the brunt of the devastation, forcing many out of their homes.

Godrej & Boyce, the flagship company of the Godrej Group, shared that its business Godrej Appliances is extending the support and assistance to the major flood-affected regions of Maharashtra with special service camps for its appliances, joining the relief initiatives taken up by the state government and various organizations.

**Kamal Nandi, Business Head and Executive Vice President - Godrej Appliances**, speaking on the initiatives undertaken by the brand, added, "We understand the gravity of the situation, which has impacted a vast number of our customers. Even as our own staff including our technicians and service centres are working towards stabilizing and re-starting operations, we will be trying our best to step up and meet the service requirements of our customers in Maharashtra."

The brand has kicked off this week-long initiative in Chiplun, Kolhapur and Sangli districts, which will run till 8<sup>th</sup> of August 2021 and a consumer can avail these special services by connecting on toll free 1800 209 5511.

**Ravi Bhat, National Service Head - Godrej Appliances**, explained, "Keeping in mind the pressing need in Maharashtra, we are holding service camps till 8<sup>th</sup> August 2021, wherein there will be no service charges for the repair of affected appliances and all spare parts that may be required will be provided at a 20% discount."

This service initiative is applicable across the entire range of home appliances including refrigerators, washing machines, air-conditioners, deep freezers, microwave ovens, dishwashers, Godrej Qube and Godrej Virosield. The leading consumer appliances brand is conducting these special service camps in all flood-affected areas in Maharashtra to support the restoration activities.

## About Godrej Appliances

Godrej Appliances, a business unit of the highly diversified Godrej & Boyce Mfg. Co. Ltd. is one of the leading Home Appliances players in India. Godrej was the first Indian Company in 1958 to manufacture Refrigerators and has since then, 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' / 'Soch Ke Banaya Hai'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej Appliances. Both manufacturing units of Godrej Appliances' - in Maharashtra and Punjab, 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. Godrej customers can now book or track service requests on WhatsApp (9321665511), besides the toll-free 1800 209 5511.

To learn more visit : <https://www.godrej.com/godrej-appliances>



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