

## Godrej Appliances launches new products and announces '24 carat Onam Celebrations' offering consumers the chance to win 'Gold or diamonds worth up to 1 Lakh' daily, along with other attractive offers

~Unveils new offerings for home –Godrej Eon Valor and Eon Alpha refrigerators with upto 30 days of farm freshness and exclusive 1 ton 5 star Godrej T-series Air Conditioner with 99.9%+ virus disinfection apart from its recently introduced dishwashers.

Additionally, avail a basket of attractive finance schemes and cashback offers up to INR 6000. A 5-year comprehensive warranty and subsidized installation charges on Godrej Air Conditioners are up for grabs.

**July 29, 2021:** As Kerala sets to embrace its annual festival of Onam, Godrej & Boyce, the flagship company of the Godrej Group, announced that its business, Godrej Appliances, one of India's leading Home Appliances makers, promises to make it brighter for its customers. The brand celebrates the spirit of Onam with its much-awaited annual consumer offer – aptly titled the 24 carat Onam celebration offer - giving Godrej customers the opportunity to win bumper prizes of Gold or Diamonds worth up to INR 1 lakh daily. Additionally, the brand is providing a basket of attractive finance schemes, extended warranties and cashback offers up to INR 6000 on the larger range.

Keeping in mind the safety concerns, customers have been offered a safe contactless mechanism to exercise their chance to win gold or diamonds - by giving a missed call on +91 992384 5544. Onam exclusive offers include cashback up to INR 6000 with select bank partners on purchase of any Godrej Appliances. The brand is also offering Easy EMI Offers with 0% Interest on EMI and 0 down payment on all leading credit cards / select debit cards. Attractive finance offers by the brand, with 12 months, 10 months and 8 months payment options on select models, will give wider choice and flexibility to consumers.

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 introduced a **one-of-its-kind special offer of 6 months extended warranty free** on purchase of all Godrej Appliances, across all channels earlier this month, for customers who have received at least one covid-19 vaccine dosage and will continue to extend the same to its consumers in Kerala.

Godrej Appliances is one of the leading Air Conditioner brands in Kerala. To further strengthen its position, apart from the 5-year Extended warranty scheme, the brand is providing subsidized installation charges of INR 399 + GST onwards, on select models of Godrej Air Conditioners.

With the purchase of any Godrej Microwave oven, customers will also receive a free glass bowl set.

With a strong lineup of products across categories, the brand is targeting double-digit growth this Onam. The 'Onam' offers are valid from 1st August 2021 till 20th September 2021 exclusively in the state of Kerala.

**Mr. Kamal Nandi, Business Head and EVP – Godrej Appliances** said, "Kerala is a strategic market for us and we have always enjoyed the support of consumers here. We recognize the ever-evolving needs of Keralites, even more now with the current pandemic. To help our customers tide over these testing times, we are working on various technologies and innovations, on themes of health, hygiene, comfort and convenience. Last year we had introduced ViroShield, a disinfecting appliance. We have worked further on our overall portfolio and our Onam portfolio this year also includes disinfecting washing machines, disinfecting ACs, convenient dishwashers with steam wash and disinfecting UV Ion technology, as well as new refrigerators with extended levels of

freshness. We have designed our offers to allow consumers retain liquidity in their hands while also adding to the festivities. Onam is the first in the series of festive seasons across India and it sets the tone for the entire festive season. We have ensured a strong product line up, robust after-sales service to support and exciting consumer offers and are confident of achieving a double-digit growth rate this Onam season. We have also trained our service staff and store promoters to ensure that they maintain all safety precautions and wish everyone a very happy and safe Onam.”

**Mr. Sanjeev Jain, National Sales Head, Godrej Appliances, said, ‘It has always been our endeavour to make Onam special for our customers. To uplift consumer sentiments, this festive season, we bring our annual exclusive offer in which Godrej consumers get to win gold or diamonds worth up to INR 1 lakh, daily. The exclusive offer is backed by a plethora of Easy Finance Offers, Extended warranties and Cashbacks worth up to Rs 6000. Also, we are happy to share that we are bringing the brand-new advanced **Godrej Eon Dishwashers, New Godrej Eon Valor and Eon Alpha refrigerators with upto 30 day food freshness as well as the 1 ton 5 star inverter Godrej Eon T-series AC with Nano coated Anti-viral filtration technology offering 99.9%+ disinfection. The AC is being introduced** first to Kerala and will be introduced Pan India subsequently. Kerala is an important market for us and we are confident that the exciting consumer promotion offers, starting 1<sup>st</sup> August, across categories will certainly help boost our sales in this region.’**

### **Godrej New Eon Valor and Godrej Eon Alpha**

With higher safety concerns, consumers are refraining from frequent visits to the stores and hence the need for cooling solutions that provide lasting freshness for veggies and fruits. The new Godrej Eon Valor and Alpha refrigerators deploy new Cool Balance Technology with revamped air flow design, offering up to 30 days of freshness and up to 60% longer preservation.

The **Godrej Eon Valor and Godrej Eon Alpha refrigerators** offer a much higher value with a host of relevant features -

- a. **Multi-Inverter technology** in Eon Valor for more efficient cooling
- b. **Intelligent Weather Sensing technology** in Eon Valor for automatic adjustment of cooling
- c. **Moisture control technology** in the vegetable tray 6 in 1 convertible freezer technology with 6 custom freezing options in Eon Valor
- d. Thickest Insulation with Best-in-class **PUF insulation** of 2.75 inches and 2.24 inches respectively, ensuring cooling retention for up to 24 hours.
- e. **Widest freezers in** the segment for convenient storage and access with completely movable ice maker
- f. **Prism LED light** for uniform brightness
- g. **Largest Vegetable Tray** of 27 L in Eon Valor

Godrej New Eon Valor is available in 3 capacities – 244L, 265L and 294L and in 3 star and 2 star rating, starting from INR 34,700 while the 2 star Godrej Eon Alpha is available in 234L and 253L, starting from INR 30,200.

### **1 ton 5 star inverter T series Godrej Air Conditioners**

Godrej’s new **1 ton 5 star T-series inverter Godrej Air Conditioner** come with a special ‘**Nano-Coated Anti-Viral Filtration Technology**’ which eliminates 99.9%+ viral and bacterial particles coming in contact with the Nano Coated Filter surface, safeguarding consumer health and improve hygiene at home. The filter continues to retain its efficacy even after 50 washes, during routine maintenance, ensuring that it protects you throughout the life of the air conditioner.

This air conditioner offers a host of other consumer benefits.

- a. Uses only the **world’s greenest R290 refrigerant technology**, with Zero Ozone Depletion Potential and Global Warming Potential of only 3.
- b. Powerful cooling with **twin rotary compressors**.
- c. Corrosion-resistant **blue fin technology** in the evaporator and the condenser.
- d. **Heavy Duty Outdoor units** with higher weight indicating better build and quality
- e. Comes with up to **30 metres long piping flexibility**
- f. **5-star** energy rating
- g. **BIS** compliant

The Air Conditioner comes with a 10-year inverter compressor warranty for added peace of mind.

Godrej Eon Dishwashers launched recently come in 5 different models spanning 13 place and 12 place settings with steam wash, UV Ion wash, Eco mode with 9 L wash and are well suited to Indian cooking and cookware, with the capacity to wash upto 91 utensils. The new Godrej Eon Dishwashers are starting from MRP of INR 37900 + taxes.

## 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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