

Godrej Appliances makes its refrigerators work harder for consumers, with 6 in 1 Convertible Freezer Technology

~ Available in two of its Frost-Free refrigerator ranges -Godrej Eon Vibe and Godrej Eon Valor, the 6 in 1 Convertible Technology delivers maximum flexibility

~The technology can deliver a freezer temperature of -25°C, lowest in the category, ideal for long-lasting preservation.

Mumbai, 8th October 2020: Staying true to its philosophy of 'Things made thoughtfully', Godrej Appliances, leading consumer durables manufacturer, brings yet another smart technology for its consumers - Convertible freezer Technology with 6 in 1 Freezer Modes – from Freezer to Deep Freezer and even, Cold Storage Mode.

Owing to the pandemic and fear of infection, people continue to stock more in their refrigerator – more fruits and vegetables, more cooked food, more food prep for the next set of meals, more frozen foods. New practices are being adopted by consumers – borrowing from each other – of more meal preparation and more long-term preservation hacks. Herbs and Vegetables are being chopped and frozen, kulfis and ice creams are replacing store-bought ice creams, newer items are finding their way into the freezer and fridge for longer preservation and so on. Where in earlier days, freezers were not used enough, today more often than not the freezers are going full. And so is the main compartment.

This is where 6 in convertible freezer technology comes into play. It lets you pick from 6 unique custom cooling options-

- **Auto Mode** – the default setting which intelligently controls freezer temperature
- **Low Load Mode** – consumes less power even when the freezer is loaded
- **Ice Cream mode** – just the ideal temperature for ice creams
- **High Load Mode** – even when the main compartment is stuffed, the high load mode continues to maintain the right freezer temperatures
- **Deep Freezer Mode** –provides frozen food preservation at temperatures as low as -18°C ideal for frozen desserts, frozen peas.
- **Cold Storage Mode** - provides frozen food preservation at temperatures as low as -25°C, ideal for frozen meat.

Convertible Freezer
Technology with **6-in-1**
modes



Available in two Frost Free refrigerator ranges -Godrej Eon Vibe and Godrej Eon Valor, powered by Intelligent Inverter Technology, the refrigerators adjust cooling with variable compressor speed, resulting in greater efficiency, durability and silent operation. With the **PUF thickness of 2.75 inches**, these refrigerator models provide **best-in-class cooling retention**, giving long-lasting freshness. It also offers a **large vegetable tray** of 27 litres which gives consumers enough space to store all their veggies. In times of lockdown, consumers' food preservation and storage habits are changing and the new Godrej EON VIBE and EON VALOR are an endeavor to meet these needs better. Available in 261L and 290L capacities, these models start from INR Rs. 23,500 (+ taxes).

Commenting on the launch, Mr. Kamal Nandi, Business Head and EVP – Godrej Appliances said, “The fear of pandemic is driving shifts in consumer behaviour and decision making. Storage space, flexibility and convenience are features that consumers seek even more today as they can in turn deliver higher safety to consumers reducing frequent trips outside and help them manage their umpteen chores better. At Godrej, we endeavour to bring meaningful innovations that transform the lives of our consumers, based on insights gathered from their current needs. Our new Godrej 6 in 1 Convertible Freezer Technology is one such attempt at addressing the core concern of our consumers. With consumers seeking the right value proposition in today’s difficult times, we are confident this unique technology will help them in their day to day lives.”

Mr. Anup Bhargava, Product Group Head – Refrigerators, Godrej Appliances, further added, “Our recently launched **Convertible Freezer Technology with 6 in 1 Freezer modes** allows consumers to get more convenience out of their refrigerator. Stylish and sleek, these are uniquely designed to cater to the underlying need for more storage and lasting preservation, especially during this pandemic. We are confident this new range will generate a revenue of INR 250 Cr in this year and further strengthen our position in the refrigerator category.”

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 its 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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