

## **Godrej Locks & Architectural Fittings and Systems Aspires for 2500 Crs Revenue by FY'27**

- *Aims to grow 2X in next five years*
- *Introduces Neu-Lift Bed Fittings and HIKIDO wardrobe fittings in the space of Architectural Fittings and Systems*

**Mumbai, 23 August 2022:** The iconic brand Godrej Locks & Architectural Fittings and Systems (GLAFS), a business unit of Godrej & Boyce, the flagship company of Godrej Group, also completed 125 years this year. The Godrej brand embarked on the journey with locks and today that legacy is being carried forward with a focus and investment towards innovations in technology and design.

A pioneer in product innovation, Godrej locks caters to the Indian market with 200+ number of products. The Brand has been at the forefront of revolutionizing the fundamental concept of a locking device and **plans to grow twice as large in five years; to Rs 2500 crore by FY'27**. The **company's present business revenue is 900 Cr, and is projecting a revenue of 1000 Cr for the fiscal year 2023**. Driven by significant increase in demand for digital locks, the brand is poised for the imminent growth. To cater to this demand, the brand also introduced 'Catus' range of Digital Door Locks which are not just technologically superior, but also offer great value for money. To further support revenue growth, the brand will invest in market expansion, deepen market penetration and, also focus on brand promotion.

The company aims to be among the top three brands in the architectural fittings and systems industry in next three years. The architectural fittings category is a 10,000 to 12,000 crores market. The company is now concentrating on **broadening its selection in the architectural fittings sector, and aims to cross INR 400 Cr in FY23** with advance design solutions that are tailored for the Indian household. GLAFS also introduced Neu-Lift Bed Fittings and HIKIDO wardrobe fittings, which introduce futuristic design and customizable solutions. Additionally, the brand also offers Smart Kitchen Drawers and Organizers (SKIDO), a cutting-edge line of organizers, drawers, corner solutions, under-sink solutions, and grain storage for Indian homes.

Commenting on the aggressive growth plan in India, **Mr. Shyam Motwani, Business Head, Godrej Locks & Architectural Fittings and Systems** said, "The legacy brand Godrej Locks has consistently placed emphasis on enhancing customer satisfaction which has always led to opportunities in expanding markets. In our 125th year, we are happy to announce that we not only plan to expand our digital locks business but are also growing our architectural fittings vertical. Modern design and technology play a very important role for us and that is where we will be focusing our efforts across categories. We plan to cross INR 400 Crs in the Architectural Fittings and Systems business, and overall revenue of 1000 Cr in FY'23, translating into a **growth of over two times within the next 5 years.**"

The brand plays a crucial role in this market by fostering the welfare of the Architects and Interior Designers (AID) community. GLAFS announced the 'Godrej Value Co-creators Club' (GVCC), a first-of-its-kind initiative for the AID community across India.

Godrej Locks currently exports to 24 countries across Asia, Africa, USA, and the Middle East. It provides locking solutions in international markets. The company expects its share from the overseas market to increase and is also planning to enter the architectural hardware and kitchen systems segment in these markets.

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### **About Godrej Locks & Architectural Fittings and Systems:**

Godrej Locks & Architectural Fittings and Systems is a 125-year-old leading manufacturer of innovative locking devices. Since its inception in 1897 by Ardeshir Godrej, the name 'Godrej' has become synonymous with trust, protection and integrity. From the first Anchor branded lock in 1897 to the first ever spring less lock in 1907, to the iconic 'Nav-Tal' in 1954, and to the postmodern biometric locks, Godrej has set every benchmark in the locks industry. Over the years, Godrej Locks & Architectural Hardware and Fittings have changed in form, function and scope of application. But one thing still remains the same – the solid stamp of trust and reliability. Godrej Locks & Architectural Fittings and Systems adhere to global quality norms and hold ISO 9001, ISO 14001 and OHSAS 18001 certifications.

Beyond Locking Solutions, the brand also caters to Architectural Fittings and Systems, creating innovative, premium, comprehensive hardware solutions. The range which consists of door, furniture and glass fittings has been designed to fit perfectly into today's hi-tech residential and commercial establishments. Most products cater to needs for safety, privacy, fire & smoke checks and energy saving with ease. These devices meet international quality standards like UL Rating, EN Rating, CE Certification and fire-rated.

The Kitchen Fittings by Godrej Locks & Architectural Fittings and Systems includes SKIDO, i.e. Smart Kitchen Drawers & Organisers - an innovative range of smart kitchen storage solutions, designed in India to meet the unique requirements of the Indian kitchen. The Godrej Cartini range of knives- showcase cutting-edge design, a fine quality blade and the highest level of durability. These premium kitchen and hobby equipment range are also made in India, to suit home and professional needs. The brand has come a long way in delivering world-class smart locking solutions. For more information, please log on to <https://www.godrej.com/godrej-locking-solutions-and-systems>.

Godrej Locks is a business unit of Godrej & Boyce Mfg. Co. Ltd