

Godrej Locks expanding its footprint in regions of Punjab and Chandigarh

Mumbai, 20 January 2023: A pioneer in product innovation, Godrej Locks & Architectural Fittings and Systems (GLAFS) caters to the Indian market with 200+ products. The Brand has been at the forefront, revolutionizing the fundamental concept of a locking device and **plans to expand its footprint in the** urban and rural regions **of Punjab and Chandigarh**. The brand's business revenue from Chandigarh, Punjab, and Jammu and Kashmir is about Rs. 29 Cr. Chandigarh contributes around **4 - 5% of total business revenue**.

Commenting on the growth plans, **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. To further support revenue growth from the northern region, the brand will invest in market expansion, deepen market penetration and, also focus on brand promotion."

He further added, "As a responsible and trusted brand in home safety space, we have taken up the responsibility to make every Indian conscious of their home's safety by creating awareness under the umbrella of 'Har Ghar Surakshit', and we will continue to do so in the future as well. With GeeVees, we want to build a nexus of thought leaders who are passionate about innovation, design, and sustainability. The purpose is to honour the efforts of the young talent who through their dedication have not only progressed the quality of sustainable architecture but also enriched the lives of society."

GLAFS also recently introduced the Smart Kitchen Drawers and Organizers (SKIDO), a cutting-edge line of organizers, drawers, corner solutions, under-sink solutions, and grain storage for Indian homes in Chandigarh.

Godrej Vishesh Labh Club', an initiative undertaken to support carpenters and contractors community across the country, rewards them on the purchase of all types of Godrej Locks and Architectural Fittings. Members of the club are also offered free accidental insurance. In Chandigarh, about 3,300 carpenters/contractors are registered, and Godrej Locks engages with them regularly by conducting various meets.

To further engage the community of Architect and Interior designers (AID), Godrej Locks has introduced a first-of-its-kind initiative, 'Godrej Value Co-creators Club' (GVCC). Under this, GeeVees Awards is conceptualized to celebrate the most innovative and conscious ideas in architecture and interior design community. The first edition of GeeVees in 2021 saw participation from more than 700 architects. The upcoming second edition of GeeVees Awards

2023, aspires to empower the architects and interior designers as well. The awards will be announced in Goa on 11th March 2023.

Godrej Locks unveiled 'Live Safe, Live Free' program, in alignment with their '#GoLiveFreely' campaign on the occasion of Home safety Day. Under this campaign, the brand is conducting a home safety awareness program in 52 most vulnerable locations across 10 key cities pan-India, over 52 weeks. GLAFS has successfully conducted 840+ check-up in Chandigarh this fiscal.

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