

Godrej Locks introduces 'Godrej Vishesh Labh Club' A loyalty program to support the carpenter community across India

Plans to engage and build a community with over one lakh carpenters and contractors over the next three years through this initiative.

Mumbai, 28th May 2021: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Locks & Architectural Fittings and Systems has launched '**Godrej Vishesh Labh Club**', a **first-of-its-kind digital initiative that supports carpenters and contractors community across the country**. To avail privileges and rewards on the purchase of all types of Godrej Locks and Architectural Fittings, carpenters can download the mobile app 'Godrej Vishesh लॉभ Club' from google play & apple store. On every purchase, enrolled members of the community are incentivized with instant reward points and gift vouchers. On recommending fellow carpenters and contractors, one also gets referral points. Godrej Vishesh Labh Club also offers enrolled carpenters' free accidental insurance.

Godrej Vishesh Labh Club and its digital app was introduced as a pilot project by Godrej Locks in 2020. So far, more than 16,000 carpenters and contractors are already part of this initiative and are registered users of the app. This is an exclusive opportunity for the carpenter and contractor community to get loyalty points on every purchase of select products they make and redeem them in exchange for exciting gift vouchers.

By following a simple process, carpenters and contractors can scan the QR code and the points will be automatically credited to them. They can also avail a free accidental insurance cover of up to a lakh through this platform along with additional referral points for referring their acquaintances and other members of the community. Godrej Vishesh Labh Club app is available on both [Google Play Store](#) and [Apple App Store](#).

Commenting on Godrej Vishesh Labh Club, **Shyam Motwani, EVP and Business Head, Godrej Locks**, said, "The carpenter community has been an integral part of our business for decades. They contribute over 30% to our overall revenue. We have always undertaken initiatives and driven programs to support the community across India. Godrej Vishesh Labh Club is an initiative conceptualized with an intent of gratifying them with privileges and rewards in real-time basis for all the support that they have shown towards the brand. Our aim is to enrol 40,000 carpenters and contractors this year and further leap to 1 lakh in the next 3 years."

Given the absence of physical interactions and demos due to the lockdown, Godrej Locks has been virtually training and skilling carpenters on advanced tech-based products, empowering them with technological know-how and installation demos, among others. During its long association with the community overtime, Godrej realised that there is a carpenter need for

accessing product information on a click of a button. Thus, GVLC (Godrej Vishesh Labh Club) was introduced to provide real-time information of products as well as to gratify carpenters instantly.

Godrej Vishesh Labh Club App links:

Android App - <https://bit.ly/3wfyWQK>

iOS App - <https://apple.co/3wbAmvG>

About Godrej Locks:

Godrej Locks is a 123-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 and Architectural Hardware & Fittings have changed in form, function, and scope of application. But one thing remains the same – the solid stamp of trust and reliability. Godrej Locks adhere to global quality norms and hold ISO 9001, ISO 14001, and OHSAS 18001 certifications.

With their locks reaching several countries around the world over a period of time, the brand has come a long way in delivering world-class smart locking solutions, therefore revolutionizing the very perception of a locking device from a mere functionality at an entry and exit point, to a proud pause at the doorstep, a moment to take in the significance of how far they have come. For more information, please log on to www.godrejlocks.com

Godrej Locks is a business unit of [Godrej & Boyce Mfg. Co. Ltd](http://www.godrej.com)

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