

Godrej Appliances lines up 100+ new products and exciting consumer offer to target 30%+ growth this Onam

~ Announces *Lucky Lakshaprabhu* offer enabling cash prizes of up to Rs. 1 Lakh daily on all Godrej Appliances, apart from attractive finance schemes



Kochi, July 28, 2022: As Kerala sets to embrace its annual festival of Onam, Godrej Appliances promises to make it brighter for its customers with its new range of home appliances. Business unit of Godrej & Boyce, flagship company of Godrej Group, the brand announced its growth plans and ushered in Onam celebrations with the launch of its new Eon Velvet series – comprising new Side-by-Side Refrigerators and Top Load Washing Machines with GermShield technology, Eon Crystal – a new range of Glass Door Frost Free Refrigerators with 95%+ Food Surface Disinfection along with other new ranges of semi-automatic washing machines and deep freezers. This follows its other recent launches – complete range of indigenously manufactured ACs including Smart ACs, Counter-top Dishwashers and Glass door single door Refrigerators earlier this year. The brand also showcased a unique new offering– Godrej InsuliCool, a precise and portable insulin cooler which always maintains insulin effectiveness at the optimal temperature of 2 to 8 degrees Celsius. This product is even more relevant for Kerala given the very high incidence of Diabetes in the state.

In addition, the brand announced its annual Onam consumer offer ‘Lucky Lakshaprabhu’, gifting customers the opportunity to win cash prize of up to Rs. 1 Lakh a day, on purchase of any Godrej Appliance, along with other finance schemes such as no down payment and easy EMI schemes.

Commenting on the launch, **Kamal Nandi, Business Head and Executive Vice President – Godrej Appliances, part of Godrej & Boyce** said, “We have observed that all the premium appliances such as frost-free refrigerators, fully automatic washing machines, air conditioners and microwave ovens are doing better than mass segments. Our investments have also been in line with this pattern and Kerala in particular is a strong market for new products centered around lifestyle, health and convenience. Keeping this in mind, between last Onam and this Onam, we have added 100+ new product SKUs enabling greater choice for our consumers. With this strong new lineup of premium products across categories we expect to drive more than 30% growth this Onam vs both last year and pre-pandemic Onam period.”

Sanjeev Jain, National Sales Head, Godrej Appliances, said, “Onam sales signals the start of the festive season for the home appliance industry. We are happy to introduce the new frost free, Godrej Eon Crystal Refrigerators, side by side Godrej Eon Velvet Refrigerators and high on aesthetics Godrej Eon Velvet fully-automatic top load Washing Machine, apart from new launches across deep freezers and semi-automatic washing machines. Looking at the increasing health concern

of diabetes in Kerala, we are also glad to share our latest launch Godrej InsuliCool, a precise and portable cooler that maintains Insulin effectiveness. Coupled with robust after-sales service and exciting consumer offers like the Lucky Lakshaprabhu offer enabling cash prizes of up to Rs. 1 Lac a day on any Godrej Appliance purchase along with attractive finance, we are looking forward to spreading Onam cheer amongst our beloved Kerala consumers.”

The *Lucky Lakshaprabhu* offer is valid from 1st August 2022 till 10th September 2022 exclusively in the state of Kerala. On each unique purchase, the customer can register himself for the offer via either the QR code being put up on the product merchandise or via a missed call. The customer shall be informed about his gratification status on successful registration and post purchase validation, the amount will be transferred to the customers.

About Godrej Appliances

Godrej Appliances, a business unit of Godrej & Boyce, is one of the leading Home Appliances players in India. Godrej & Boyce was the first Indian Company in 1958 to manufacture Refrigerators and since then Godrej Appliances has 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, UVC Technology-Based Disinfecting devices, Dishwashers and more recently InsuliCool product range, all powered by the driving philosophy of 'Things Made Thoughtfully'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej. Both manufacturing units of Godrej Appliances 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.

To learn more visit : <https://www.godrej.com/godrej-appliances>

