

Godrej Appliances woos Kerala consumers with a vibrant musical commercial, bringing alive Onam festivities while showcasing its wide product range and festive offers.



Mumbai, 16 August 2022: As Kerala sets to embrace Onam - its biggest annual festival, Godrej Appliances, business unit of Godrej & Boyce, the flagship company of the Godrej Group, has launched a new television commercial bringing alive the festive spirit with a characteristic local sound. The musical film integrates Onam festivities with the brand's wide product range and new exciting offers.

Conceptualized by Creativeland Asia, the campaign is the third in the series of brand's collaboration with popular musician and singer Anoop Sankar. The foot thumping music is composed by Anoop Sankar while the vocals are by his sons, Dhruvan and Skanda, reality show winner, Sreelakshmi and well-known classical singer, Bhagyalakshmi. The ad shows the brand's growing portfolio across microwave ovens, deep freezers, air conditioners and more, and also announces the brand's special 'Lucky Lakshaprabhu' offer, gifting customers the opportunity to win cash prize of up to Rs. 1 Lakh a day, on purchase of any Godrej Appliance.

Speaking on the campaign **Swati Rathi, Head-Marketing, Godrej Appliances** said, *"Onam marks the beginning of the festive season for appliances industry and accounts for more than 35% of the state's sale. Kerala consumers have always demonstrated strong preference for the brand and the tailor made commercial celebrates this love while showcasing the brand's wide product range for consumers to pick from, along with specially crafted Onam offers. The video will be promoted on TV and digital media."*

Commenting on this **Anu Joseph, Co-founder and Creative Vice Chairman, Creativeland Asia**, *"Godrej Appliances has a really special relationship with Kerala. Come Onam, and you can see that translate into some great offers that add to the festivities. This year's film captures the joy that the Lucky Lakshaprabhu Offer brings with it. The song composed by Anoop Sankar adds to the magic."*

The *Lucky Lakshaprabhu* offer is valid from 1st August 2022 till 10th September 2022 exclusively in the state of Kerala. Additionally, the brand has also introduced other finance schemes such as no down payment, easy EMI schemes and cash backs.



Watch here- <https://youtu.be/IHLeOiksWa8>

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>

