

Godrej Locks Encourages People To 'Live Freely' In Their Latest Campaign

YouTube Link: <https://www.youtube.com/watch?v=IEkhw7j9Vj8>

Mumbai, 08 September, 2022: For the last couple of years people have been stuck indoors and recently the 'wanderlust' on social media shows exactly how much people had been yearning to live freely! But 'living free' is not just about traveling, it's about taking the time out about living the way you want. Whether you want to spend more time with your family or just build new connections. **Godrej Locks & Architectural Fittings and Systems, (GLAFS)** recently unveiled their latest campaign, **'#GoLiveFreely'** wherein it encourages their customers to do what they want and when they want. Being away from your homes for long periods of time, always causes a ton of worries, especially about the safety of your home and your belongings within. Hence, it is apt for an iconic brand synonymous with #HomeSafety to advocate this message.

Godrej Locks, a brand under Godrej & Boyce, the flagship company of the Godrej Group has for years been a trustworthy name for Indian consumers. The campaign film shows a man with his bike exploring the mountains and capturing his love for travel because he is worry-less, as he has a safe home with locking solutions that he trusts. That is the core message and brand trust which Godrej Locks continues to instil in consumer minds.

Mr. Shyam Motwani, Business Head, Godrej Locks & Architectural Fittings and Systems, said, "As a legacy brand we have always stressed on the message of peace of mind by ensuring good quality products for home safety. This time instead of talking about our expertise in the field and showcase our latest technology, we simply wanted to advocate a message. "Live Free", encouraging our audiences to step out and explore."

The #Golivefreely campaign will consist of a series of films which will be amplified via across TV channels, OTT platforms as well as Digital and social media platforms. The primary focus will be on YouTube followed by Facebook and Instagram.

The campaign has been executed by the following talented set of people

Agency: Whyness Worldwide

Production House: Dungarpur Films

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