

This republic day Godrej Appliances shares a special story about #IndiaKaMagicBox

~Launches a new campaign #IndiaKaMagicBox - highlighting Godrej Vaccine Refrigerators' contribution to keeping India safe amidst the largest vaccination drive.

Mumbai, 26th January 2021: As the country wakes up to the thumping parade sound of the republic day, Godrej & Boyce, the flagship company of the Godrej Group, announces that its business unit Godrej Appliances, India's leading cooling expert, has launched a digital campaign sharing the story of **#IndiaKaMagicBox** - highlighting how Godrej Vaccine Refrigerators are contributing to the biggest vaccination drive in the world.

With this campaign, the brand aims to elicit a sense of pride among the netizens for made-in-India Godrej Vaccine Refrigerator which protects, what protects us.

As the country continues to be second-most-affected globally by coronavirus, India kicked off one of the biggest Covid-19 vaccination drives in history. And to make this mission possible, over 12,000 units of India made, advanced, Godrej vaccine refrigerators and medical freezers are being commissioned at numerous government hospitals, district hospitals and health centers across the nation.

Conceptualized and executed by **WATConsult**, the globally awarded hybrid digital agency from the house of Dentsu international, the film showcases a child in a home-setting excited to share how special this year's Republic day is, as she hopes that very soon the country will be free from 'Corona monster' and thrilled about what the future beholds with life going back to normal. While doing so, the child points out that now there is a vaccine in India that promises to protect everyone from the coronavirus and goes on to share that her father and his colleagues are making **#IndiaKaMagicBox** aka the Godrej Vaccine Refrigerator, which in turn will be protecting the covid-19 vaccines. The video beautifully captures the Covid-19 vaccination story and the hope it represents, from the perspective of a child.



The campaign further extends itself to all the children across India, by asking them to share their drawings of the Magic Box beating the Corona monster. These drawings will then be printed and gifted to all the vaccine workers who are protecting the nation tirelessly.

About the film, **Swati Rathi, Marketing Head, Godrej Appliances** said, "We wanted to share the deep pride we feel in being India's critical cold chain partners for the Covid Vaccination Drive, protecting the very vaccines that are expected to protect India. These world class vaccine refrigerators are the epitome of precision cooling – as they safeguard the Covid Vaccines at just the right temperatures of 2 to 8°C, keeping the vaccines safe and effective. Made in India, these are a testimony of Godrej's commitment to self-reliant India.

The film allows us to talk about our expertise in this relatively lesser known, but in current times, critical space – of advanced medical refrigeration. We wanted to share all this in the context of consumer’s lives and who better than a child to bring alive the almost magical story of hope and optimism. This positivity, and the sense of pride, is also reminiscent of the role brand Godrej wants to play in the Indian consumers’ lives.”

Commenting on the campaign, **Heeru Dingra, CEO, WATConsult** said, “The nation has undoubtedly worked extremely hard to reach at this stage today that we have a functional vaccine for Covid-19 ready to be administered to the public. Multiple stakeholders are responsible for making this vaccination drive successful and they need to be celebrated. **#IndiaKaMagicBox** intends to highlight the unspoken role of the critical cold chain which is working behind the scene to make this mission successful. It does so through the innocent yet highly effective voice of the nation’s children. It captures those proud notes from the kids that evoke powerful positive emotions. The focus remains on the fact that at the center of it is an Indian homegrown brand, which is further heightened by the campaign being launched on the patriotic occasion of the Republic Day.”

To view the film, please click on

YouTube: <https://youtu.be/7DQd9rZjnoo>

Or visit,

Twitter: <https://twitter.com/GodrejAppliance/status/1353875101884813313>

Facebook: <https://www.facebook.com/GodrejAppliances/videos/442941487073278>

Instagram: <https://www.instagram.com/tv/CKfVltohM5M/?igshid=1h0yqvb3pr4gb>

About Godrej Appliances

Godrej Appliances, a business unit of the highly diversified Godrej & Boyce Mfg. Co. Ltd. is one of the leading Home Appliances players in India. Godrej was the first Indian Company in 1958 to manufacture Refrigerators and has since then, 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 and more recently, UVC Technology-Based Disinfecting devices and Dishwashers, all powered by the driving philosophy of 'Things made thoughtfully'/ 'Soch Ke Banaya Hai'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej Appliances. Both manufacturing units of Godrej Appliances’ - in Maharashtra and Punjab, 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>



About WATConsult

WATConsult is the globally awarded hybrid digital agency from the house of Dentsu Aegis Network. It has 5 other verticals, Audientise, SocialCRM24*7, eCommencify, InnoWAT, and Recogn, which offer varied digital services. It has received more than 200 awards and recognitions in the field of digital media marketing including a GRAND PRIX at Prague International Advertising Festival. It is the only Indian Digital Agency to have made its way to Cannes Lions 2018. Recently, the agency won a Gold in 'Thriving Culture' category at Social Samosa AgencyCon Awards and attained 'The Best workplace & People development' title by Business Leader awards. It has won 11 Agency of the Year awards including: 'The Digital Agency of the year' at Social Samosa's AgencyCon awards 2020; The most influential digital agency of the year in 2019 by Brand Equity Agency Reckoner; 'Display Agency of the Year at Digixx 2018; The Campaign Agency of the year India (Bronze) at the Campaign Asia Awards 2017; Marketing Agency of the Year at MCube 2017; Digital Agency of the Year at Delhi Ad club awards 2017; Digital Agency of the year at DOD awards 2016; The Campaign Agency of the year India (Bronze) at the Campaign Asia Awards; 'Boutique Media Agency of the Year' at Media Ace Awards 2015, Mumbai, 'The Social Media Agency of the Year 2014' at Socialathon Delhi and 'The Most Progressive Digital Agency Award' at CMO ASIA Singapore.

About dentsu India

In addition to the dentsu branded agencies, dentsu international's presence in India comprises the global network brands Carat, iProspect, Isobar, Posterscope, Vizeum, MKTG, Amnet and mcgarrybowen. The network also includes the locally-acquired brands Milestone Brandcom, WATConsult, Fountainhead MKTG, the Perfect Relations Group, mcgarrybowen India, Fractal Ink Design Studio Linked by Isobar, SVG Columbus and Merkle Sokrati.

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