

Your clothes will now be more than 99.99% Covid-19 Virus free, with Godrej Washing Machines – first of its kind in India to offer the tested reassurance.

~As per the test report by an independent lab empanelled with CSIR, Godrej Washing machines can neutralize Covid – 19 along with other allergens and bacteria in just 15 to 20 minutes.

Mumbai, 08 June 2021: Godrej & Boyce, the flagship company of the Godrej Group’s business, Godrej Appliances, a 63-year young Indian consumer durables manufacturer, has always strived to offer relevant technologies suited to Indian consumer needs. During this pandemic, the brand again rises to the occasion to offer **India’s first range of Washing Machines providing more than 99.99% disinfection against Covid-19 Virus.** These Godrej Washing Machines can neutralize more than 99.99% Covid-19 Virus in just 15-20 minutes. The test was conducted at an independent lab empanelled with CSIR and displayed more than 99.99% inactivation of the Covid virus. These machines place health and hygiene at the core of its human-centric design, easing consumers’ concerns during pandemic times.

The ongoing pandemic has caused a dramatic shift in Indian consumer behavior when it comes to the priority accorded to safety and hygiene. Consumers are investing time and effort to protect themselves from the Covid-19 virus. Washing needs have increased as consumers are forced to wash clothes more often – each time they step back home. With the increasing number of Covid cases in many parts of the country, consumers are paying more attention to preventive measures and rightly so.

This unique feature of more than 99.99% Covid disinfection is being offered by Godrej across segments – from semi-automatic (Edge Digi) to Top Loading (Eon Allure Germshield, Eon Audra 60°C and Eon Allure Classic 60°C) to Front Load (Eon Allergy Protect) Machines.

All these models have an in-built heater mode with up to 60-degree Celsius Hot Wash coupled with a smart algorithm which together deliver strong germ protection.

Commenting on the above, Mr. Kamal Nandi, Business Head and EVP – Godrej Appliances said, “With rising Covid cases, health and hygiene are paramount concerns of our consumers currently. We have always sought to put forth offerings based on consumer insights and current needs, staying true to the brand philosophy of ‘Things made thoughtfully’. Since the beginning of the epidemic, we have been working on various technologies and innovations, focused on health, hygiene, and effort minimization, to help our consumers deal with the pandemic. In line with the same, our new range of Godrej washing machines can protect our consumers and their loved ones from Covid-19, other allergens and bacteria. Through our offerings, we hope to support our customers in the fight against the pandemic.”



Mr. Rajinder Koul, Product Group Head – Washing Machines, Dishwashers and Deep Freezers, Godrej Appliances, further added, “We are happy to introduce this range of Godrej washing machines - uniquely designed to cater to the increasing need for protection against germs, allergens and now Covid-19 virus as per the test report of an independent lab empanelled with CSIR. These washing machines provide **more than 99.99% disinfection against the Covid-19 virus within just 15 – 20 minutes.** These will help consumers cope with the fear of pandemic every day while delivering a superior and hygienic wash. Fully automatic top load washing machines with heater accounts for 40% of the total share in the segment. With these new offerings, we are confident of strengthening our position in this particular segment.”

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. Godrej customers can now book or track service requests on WhatsApp (9321665511), besides the toll-free 1800 209 5511.

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



For further information contact:

Smita Basu Roy

smitaroy@godrej.com

Kapil Kulkarni

kapil.kulkarni@adfactorspr.com

+91 98202 03787