

Godrej Appliances strengthens its presence in Assam

~Unveils its first exclusive brand outlet in Tezpur taking the tally to 2 EBOs in the state

Tezpur, 17th December 2020: Godrej & Boyce, the flagship company of the Godrej group announced that its business unit Godrej Appliances, India's leading player in the home appliances segment, is strengthening its presence in Assam with the launch of its first Exclusive Brand Outlet (EBO) in Tezpur. With this launch, the brand now has 2 EBOs in the state of Assam.

Towards strengthening the supply chain and creating a next-level experience for customers in the Tezpur market, Godrej Appliances has launched its exclusive brand outlet spread over 1200 sqft, in collaboration with its channel partner M/s. Surabhi. The EBO is strategically located on GNB Road, Dhanoa Nagar, Tezpur.

Convenience and comfort are primacies for consumers today. This is evident from the gradual increase in demand for premium products, even in tier II and tier III cities. Moreover, with the pandemic in the backdrop, appliances have emerged as a necessity in every Indian home.

EBOs solidify Godrej Appliances' already extensive network across the country, fulfill the premium product requirement of its customers and most importantly give our consumers a much wider display to choose from enhancing their purchase experience. The brand currently has 120+ exclusive outlets across the country and aims to have 140+ EBOs by the next financial year.



Speaking on the occasion of the launch, **Ajay Bharadwaj, Zonal Business Head (East - WNE)– Godrej Appliances**, said "We have always endeavoured to be as close to our customers as possible. We believe our Exclusive Brand Outlets will give even greater value to our loyal customers. With our exclusive showroom, we have the opportunity to showcase our entire range of best-in-class appliances at a single location. Tezpur is an important upcoming market for us and we look forward to delighting our customers with the best shopping experience."

Added **Binanda Bora**, owner of **M/s. Surabhi**, "We are extremely delighted to have partnered with Godrej Appliances, which is a highly respected and trusted brand. We are sure that our outlet will prove to be a great destination for the discerning customers of Tezpur through its unique offerings from Godrej Appliances."

The EBO will display the entire range of Godrej appliances including refrigerators, washing machines, air-conditioners, air coolers, chest freezers, microwave ovens, thermoelectric technology-powered Godrej Qube and UV-C technology-based Godrej Virosshield. That's not all. The brand brings special inaugural exchange offers of benefits up to INR 10,000 and other assured gifts on purchase of select models from Godrej EBO Tezpur, for the first month.

Consumers will also be able to avail one-year free extended warranty on select models, one year of product insurance and other attractive finance offers throughout the year, exclusively, at every Godrej Appliances' EBOs. The brand also provides priority after-sales service to every Godrej EBO customer.



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 its 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>



For further information contact:

Kapil Kulkarni kapil.kulkarni@adfactorspr.com +91 98202 03787

Farhad Ali farhad.ali@adfactorspr.com +91 90223 51286