

Godrej Appliances bags 'Asia's most promising Brand' by WCRC & KPMG India

Mumbai: Godrej Appliances, a leading brand in the appliances sector in India, has been recognized as 'Asia's Most Promising Brand' for the year 2013-14 by World Consulting and Research Corporation (WCRC). The Process Advisors & Evaluators were KPMG India.

Asia's Most Promising Brands 2013-2014 is a World Consulting & Research Corporation (WCRC) and ibrands 360 research initiative – the largest multi-platform brand credibility project involving the most promising brands from Asian countries that have contributed to the scintillating success story and charted a path-breaking progression blueprint of the Asian economy. The project showcases brands involving the most promising nations of Asia for business.

KPMG India was the Process Advisor and Evaluator for this project. WCRC's approach was to pick a brand that adds greater value to the organization from attracting and retaining customers to creating a stronger association in their minds.

Speaking on the occasion, **Mr. Kamal Nandi, Business Head and Executive Vice President, Godrej & Boyce Manufacturing Co Ltd – Appliances Division** commented "At Godrej our only mission is to enrich the lives of all our stakeholders through pioneering products and services .We are immensely pleased that our efforts have been appreciated. This recognition will further strengthen our resolve and motivate us to stretch our limits and fulfill the Godrej brand promise of brighter living for all our stakeholders."

Mr. Ramesh Chembath Associate Vice President, Marketing, Godrej & Boyce Manufacturing Co Ltd – Appliances Division said – 'Since inception, we have worked towards creating a brand that would stand for high quality products, pioneering and relevant technologies and best in class service . This award is testimony to the faith that our stakeholders have in us and recognition to all our efforts.

About Godrej Appliances:

Godrej Appliances is the flagship division of the USD 3.3 billion Godrej & Boyce Mfg. Co. Ltd (G&B), one of India's leading engineering technology and consumer products companies. Godrej forayed into appliances in 1958 and since then has been a leading player in the home appliances market in India. The company is known for delighting the consumer with innovative, relevant and green technologies. Godrej has created many milestones in the Indian appliance space – be it in the environment/energy efficiency space, including the launch of the first green AC in the world (2012), launch of the first green refrigerator in India (2001), launch of the first 5 star range of refrigerators (2008), launch of the first inverter AC in India (2005), the first refrigerator with 6 Star Performance(2012) or a pure consumer delight space like the launch of the music refrigerator, DAC (Dynamic Aqua Power Control) Technology, Tilt drum and U-Sonic technology in washing machine or Steam Microwave Ovens and Pizza/Kebab makers in Microwave Ovens. In recognition for its efforts, the brand has been conferred with many prestigious awards and honors such as the Consumer Superbrand Award (2011-12, 2013-14), 'Voice of Consumer' Award by Frost and Sullivan (2013, 2014), Business Superbrand (2008, 2010, 2011), ET Best Brands (2013-14) Consumer Superbrand (2009-10), 'Most Innovative Company' by Business Standard (2010), India Design Mark award for Green Balance ACs (2013) and many more. Godrej Appliances' manufacturing unit in Shirwal also became the first and only manufacturing unit in the country to be honored with the coveted Platinum Green Co certification for its efforts in green manufacturing.

Godrej's focus on balancing consumer needs with the environmental cause has enabled the organization to redefine the technology landscape in the appliances industry – to the delight of both the consumer and the environment.