Godrej Appliances Rewards Winners of the

Festive Bumper Offer

For Godrej Appliances customers, this festive season turned out to be brighter than ever!

Godrej Appliances, one of India’s leading brands in the home appliances segment added an extra sparkle to this year’s festive celebrations. The company recently rewarded the lucky winner of the bumper prize of a beautiful diamond necklace worth Rs 10 Lakh, Mr. Yogamurthy R, in Bangalore. 295 Godrej customers all across the country won diamond jewellery worth up to Rs 10 Lakh during the festive season.

This festive season the company launched a dazzling festive offer. With the purchase of every Godrej appliance, customers stood the chance of winning diamond jewellery worth up to Rs 3 Lakh everyday and a bumper prize of Rs 10 Lakh! To top it all, the company gave assured gifts such as VIP skybags, Bajaj Rice Cookers, La Opala dinner sets, Philips hair dryers and Fridgewater kits with every purchase.

Speaking on the occasion, Mr. Ramesh Chembath, Marketing Head and Associate Vice President, Godrej Appliances said “At Godrej Appliances our constant endeavor has been to delight our customers through best-in-class solutions designed carefully to meet their fast-evolving needs. To add to their delight, this year we launched the festive scheme which was appreciated by both trade and the consumers. We witnessed a phenomenal growth of 30% across all categories. I would like to congratulate all the winners and thank them for placing their trust in our brand."

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 in washing machine or Steam Microwave Ovens and Pizza/Kebab makers in Microwave Ovens. 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.