



Godrej Appliances strengthens its presence in Andhra Pradesh

~Unveils its first exclusive brand outlet at Ananthapurumu taking the tally to 2nd in the state and 92nd all over India

Ananthapurumu, September 12, 2018: Godrej Appliances, India's leading player in the home appliances segment, is strengthening its presence in Andhra Pradesh with the launch of its first exclusive brand outlet (EBO) in Ananthapurumu in collaboration with its channel partner CNR Enterprises. With this launch, the brand will have 2nd EBO in the state of Andhra Pradesh and 92 EBOs all over India.

Towards strengthening the supply chain and with a view to creating next level experience for customers in Ananthapurumu market, Godrej Appliances has launched its exclusive brand outlet spread over 800 sqft. The EBO is strategically located at besides Church Court Road in Ananthapurumu. The EBOs solidify Godrej Appliances' already extensive network across the country and fulfils the premium product requirement of its customers even in the Tier II and Tier III cities.

With an earnest endeavour to offer a pleasant experience to its customers, the EBO will display the entire range of Godrej appliances including refrigerators, washing machines, air- conditioners, chest freezers and microwave ovens.

Speaking on the occasion of the launch, **Mr. Venkataraman V., Zonal Business Head - South, 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 own exclusive showroom, we have the opportunity to showcase our entire range of best-in-class appliances at a single location. Ananthapurumu is an important market for us and we look forward to delighting our customers and persevere to give them the best shopping experience always."

Added **Mr. C. Nagaraju, owner of CNR Enterprises**, "We are extremely delighted to have partnered with Godrej Appliances, which is a highly respected and trusted brand. We will have various attractive offers to benefit our customers. We are sure that our outlet will prove to be a great destination for the discerning customers of Ananthapurumu through its unique offerings from Godrej."

Consumers avail one year free extended warranty on the entire product range (except for Godrej Air Conditioners and Chest Freezers), one year of product insurance and other attractive finance offers throughout the year, exclusively, at every Godrej Appliances' EBOs.