

## Godrej Appliances targets Rs. 200 crores revenue in Kerala this Onam

*~Aims at 30% growth over last season by launching range of sustainable appliances backed by attractive consumer offers*

*~Announces festive schemes including a chance to win gold worth Rs. 1 Lakh daily*

**Kochi, July 11, 2018:** Godrej Appliances, one of India's leading players in the Home Appliances segment, marked the beginning of the Onam festive season by launching an elaborate range of innovative and premium appliances including washing machines, refrigerators, microwave ovens and chest freezers. This is in line with the brand's aims to achieve **Rs. 200 crores revenue in Kerala**, a **30% growth** over the last season. The brand also provided an impetus to the upcoming festive celebrations through attractive consumer offers under which Godrej customers stand to win gold worth upto Rs. 1 lakh every day.

Over the past few years, Godrej Appliances has been focusing on premiumization of its offerings and has now added another feather in its cap with the **launch of yet another high-end refrigerator under its premium sub brand Godrej NXW**. The bottom mounted refrigerator which is powered by an inverter compressor and is stylish and intelligent with a sleek toughened glass door. A whole **new range of 11 models of microwave ovens were also launched** strengthening its portfolio in the category. This range promotes healthier every day cooking in microwave ovens with thoughtful options under Health Fry, Healthy Bread Basket, Healthy Indian Tadka etc.

In the washing machine segment, the new **Allure series of Fully Automatic Top load washing machines** with a unique Rollercoaster Wash technology was launched. This technology thoughtfully combines the power of three distinct wash techniques in a rollercoaster like rapid movement with the well-crafted design of the Aquajet Pulsator, the Gravity Drum Contour design and the Cascading Waterfall Effect, which together ensure high impact stain removal. This washing machine comes with Eco Mode which reduces water consumption by approximately 44 Liters as compared to a normal wash cycle. The Flexi-Wash 'customizable' technology gives its customers the freedom to create a wash combination that best suits their needs by easily customizing their wash programs. With its multisegment control panel, it is 100% water resistant too.

The brand also announced the **expansion of their chest freezer portfolio with the launch of 'Freezer-Cooler Convert'** range which offers the flexibility to switch from freezer to cooler and vice-versa. The entire range of Godrej chest freezers is India's most energy efficient, promising maximum cooling and 40% more power saving resulting in annual savings of upto Rs 5000/- on electricity bills. With the use of refrigerants such as R290 and R600a, they are also India's greenest chest freezers. These refrigerants have Zero Ozone Depleting potential and minimal global warming potential.

Godrej's new introductions have enabled the organization to redefine the technology landscape and have strengthened the brand's premium product portfolio. To dazzle this year's Onam festivities, along with the new product launches, Godrej customers have a chance to win gold worth upto Rs. 1 Lakh everyday through a Scratch, SMS and Win contest.

**Mr. Kamal Nandi, Business Head and EVP – Godrej Appliances** said, "Kerala is a strategic market for us and we have been enjoying support from the consumers of Kerala for a long time now. We recognize the



ever-evolving aspirations of customers here and are happy to offer products and services to meet their expectations. At Godrej Appliances, we seek to design and deliver relevant solutions to our customers' needs and at the same time offer environmentally superior products. As Onam marks the beginning of festive season for appliances segment, we take pride in giving our customers more reasons to celebrate by introducing new products and rolling out offers across the entire range of Godrej Appliances."

**Mr. Sanjeev Jain, National Sales Head, Godrej Appliances, said:** "Kerala contributes a larger share of our revenues and continues being an important market. With the new launches and offers, we are confident that we will definitely sustain our growth trajectory and achieve a growth of 30% to the tune of Rs. 200 crores this Onam."

**Mr. Junaith Babu, Zonal Business Head, Godrej Appliances, added,** "Onam is celebrated with pomp across the state of Kerala. Godrej adds to the festivities by announcing both lucrative offers for our customers giving them a chance to win Gold every day, as well as value laden new launches making it a great opportunity for buyers."

The products are already available in the market and the offer is valid from 15<sup>th</sup> July to 30<sup>th</sup> August 2018 in the state of Kerala only.