

**Godrej Appliances promises SmartCare  
through a series of humorous digital films promoting its after-sales service.  
Conceptualized by Creativeland Asia –**

**Mumbai, 7 May 2018:** With its latest campaign, Godrej Appliances takes forward its philosophy of 'Soch Ke Banaya Hai' (things made thoughtfully) to its after-sales service, Godrej SmartCare. The digital campaign highlights the well-thought-out features and the superior experience that Godrej SmartCare provides.

Watch the films here: <https://goo.gl/6Bo29a>

The series of seven digital films features the popular and extremely talented stand-up comedian, Jeeveshu Ahluwalia, who plays all the characters in each of the films. Every film brings out one feature of Godrej SmartCare through a call between the consumer and a fictitious appliance services company called BarelyCare Services. The hilarious conversations that ensue show the consumer going through a tough time dealing with an indifferent sales representative of a dubious company. The film then asks the viewers to switch to Godrej SmartCare and draws attention to a unique feature such as weekend availability, smart vans for faster service, largest genuine spare parts network, etc. It signs off with the brand thought, 'Soch Ke Banaya Hai'.

About the film, Ms. Swati Rathi, Marketing Head, Godrej Appliances said, "Godrej is one of the largest players in the home appliances segment in India and we have distinguished ourselves from our competitors not only with our innovative products but also our thoughtfully curated services. In fact, we were amongst the first to offer branded customer service in Indian durables sector back in year 2000. Under the Godrej Smart Care brand – the Service arm of Godrej Appliances, we endeavour to provide our customers professional service but with personalized care. In an industry where the consumer -appliance relationship goes into years – much beyond the initial purchase experience, after sales service is a major consideration factor in the buying process and we strive hard to delight our customers with thoughtful service. Each DVC cleverly highlights a key USP of the service offered by Godrej. With this communication, we intend to re-establish the Smart Care offering amongst our consumers, while also educating them on the benefits of choosing the authorized service provider over local technicians."

Speaking about the campaign, Anu Joseph, Chief Creative Officer, Creativeland Asia, said, "Godrej Appliances, one of the biggest names in this business, understands that appliances is a category where the consumer-brand interaction continues way beyond the point of purchase. With Godrej SmartCare, Godrej Appliances has differentiated itself remarkably in the after-sales service sector. This campaign aims to bring out Godrej SmartCare as the one-stop solution for all appliance-related services. Using humor to drive this message was a conscious decision. We wanted these films to serve as entertaining pieces of content, which is why we collaborated with one of the biggest YouTube celebrities in India, Jeeveshu Ahluwalia."

While the campaign has been conceptualized and executed by Creativeland Asia, the digital films have been produced by Bratsman Films and directed by Ashwin Shetty.