



Flood-hit Kerala: Godrej extends a helping hand to Kerala

Godrej Appliances to organize multiple special service camps in Kerala for affected customers.

The people in Kerala witnessed the worst floods in more than a century, claiming many lives. Joining the relief initiatives taken up by various organizations, Godrej offers a helping hand to the flood-affected regions of Kerala with special free service camps for its appliances.

Mr. Ravi Bhat, National Service Head - Godrej Appliances, explained, "Keeping in mind the need of the hour in Kerala, we are organising service camps wherein there will be no labour charges for the repair of affected appliances and all spare parts that may be required will be provided at 50% cost." This service initiative is applicable across the entire range of home appliances including refrigerators, washing machines, air- conditioners, chest freezers and microwave ovens.

The leading consumer appliances brand is conducting these special service camps in all flood-affected areas in Kerala to support the rebuilding activities.

Godrej has kicked off this two-week long initiative which will run till 10th of September 2018.

Mr. Kamal Nandi, Business Head and EVP - Godrej Appliances, speaking on the initiatives undertaken by the company, added, "We understand the gravity of the situation wherein large number of our customers are affected by this crisis. Even as our own staff including our technicians and service centres are trying to stabilize and re-start operations, we will be trying our best to step up and meet the service requirements of our customers in Kerala."

About Godrej Appliances

Godrej Appliances is one of the largest players in the Home Appliances space in India and has always delighted the consumer with relevant technology across a wide range of products. In 1958, Godrej was the First Indian Company to manufacture Refrigerators and has now become synonymous with the category. 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
in Microwave Ovens.
efforts, the brand has been



Pizza/Kebab makers
In recognition for its

conferred with many prestigious awards and honors such as the Consumer Superbrand Award (2013-14, 2011-12,), 'Voice of Consumer' Award by Frost and Sullivan (2014, 2013), Reader's Digest Trusted Brand- Gold (2015, 13, 12, 10, 09, 08, 07, 06), Business Superbrand (2011,10,08), ET Best Brands (2013-14), ET Promising Brand (2014-15); Consumer Superbrand (2009-10), 'Most Innovative Company' by Business Standard (2010), India Design Mark award for Green Balance ACs, Glitz Washing Machines and Edge Digi Refrigerator (2015,14,13), National Energy Conservation Award by Govt. of India, Ministry of Power, BEE (2015, 14, 09), Good Design Award by Japan Institute of Design Promotion for Edge Digi Refrigerator (2015) and many more. Both the manufacturing units of Godrej Appliances' - in Shirwal and Mohali became the first and only manufacturing units in the country to be honoured with the coveted Platinum Green Co certification for their 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.