

Godrej Appliances eyes Rs 4,000-cr revenue

Launches a new range of front load washing machines

BUSINESS BUREAU

Hyderabad

Home appliances company Godrej Appliances is targeting about 20 per cent growth in its revenues this fiscal. It is aiming to clock Rs 4,000 crore this fiscal compared to Rs 3,300 crore in FY17.

Kamal Nandi, executive vice president and business head, Godrej Appliances, said, "We are creating needed capacities for our operations. The company has doubled the washing machines capacity by a second plant in Mohali with an investment of Rs 200 crore and increased 30 per cent capacity of its refrigerators."



NEW LAUNCH: Godrej Appliances executive V-P Kamal Nandi (left) at the launch of washing machines in Hyderabad.

Nandi was in Hyderabad to launch a range of front load washing machines with new allergy protect feature, under its sub-brand Godrej Eon. Besides domestic market, Godrej is finding

good potential in neighbouring markets such as Nepal, Sri Lanka and Bangladesh. Refrigerators contribute 55 per cent and air conditioners about round 20 per cent to its total revenue.