



# Godrej Appliances to transform retailing channel

The company plays out a strategy for new products and new outlets:

**G**odrej Appliances has a sales target of ₹4000 crore for the current fiscal year. Refrigerator, air conditioners and washing machines are major contributors to the company's sales. Godrej has a 6% market share each in ACs and microwaves. The AC industry is estimated to be at ₹10,500 crore, while the microwave market size is estimated to be ₹900 crore.

## 75 EXCLUSIVE STORES

The company has launched its first exclusive brand store in Goa, and 45th all over India, in collaboration with Habib Sales Corporation. The store will feature the new Godrej NXW refrigerator and other electronic appliances that will mark the entry of Godrej Appliances into the premium segment.

Prasoon Kumar, National Sales Head, Godrej Appliances, commented on the expansion plans of the exclusive stores and exclusive services provided in this stores: "We are planning to open 75 exclusive stores all over the India in this fiscal year. These exclusive stores will be opened in tier 2&3 cities of India and in A3 towns. The size of the exclusive stores will be in between 1200-1800 square feet. In these exclusive stores customer can experience our high-end products. There is full range of Godrej products; more color and variants are available in these stores compare to the other outlets."



**Prasoon Kumar** is banking on exclusive stores and festive offers to attract more customers to experience its high end products

The company will also appoint special advisors in these exclusive stores to guide and help the customers about our products.

## ONLINE SALES TO GROW

Godrej Appliances receives 96% of its business through offline sales and reaming 4% by online channels. Prasoon commented on the online sales channels

used by the company: "We receive majority of our online business from Flipkart followed by Amazon and Snapdeal. Air conditioners and microwave oven generates majority of our online sales. The appliances manufacturer is using direct dealer network, strong distributor network, sub-dealers, small retailers and door-to-door sales channels to reach its customers in tier 2&3 and small cities of India.

## FESTIVE OFFERS & ASSURED GIFTS

Godrej is providing an impetus to the upcoming celebrations through a festive offer under which Godrej customers will get assured gifts worth up to ₹18,100 on purchase of select models. The assured gifts include Godrej air purifiers, Portico bedsheets, and dry irons, amongst others. The offer is applicable from October 1 to November 5 this festival season. To make it truly a celebration for the consumer, Godrej Appliances will offer attractive finance options with an easy EMI.

Prasoon said: "We are happy to continue with the group's tradition of bringing joy into the lives of millions of Indians. As festivals are an integral part of Indian culture and the best occasion for bonding with family and friends, we want to further spur the festivities through our attractive consumer scheme where we have something to offer to everyone. This is a small endeavor on our part to make

the upcoming festivities a truly happy and delightful experience for our customers across India.”

The company has special marketing strategy to promote the sales in the festive season. It has robust print plan for its entire product portfolio that includes air conditioners, refrigerators, washing machines and microwave oven. During this festive season company is also offering assured gift, priced between ₹800 to ₹1800 to its customers on purchase of Godrej appliances. The appliances manufacturer will also focus on visibility on the shop-floor as well as digital media.

Godrej will be launching deep freezer refrigerator and front washing machine

in the coming months. Godrej Appliances does pre and post survey, understand competition trends and takes customer feedback before launching new products. The company also has 100 mobile vans to provide effective after sales service to its customers.

#### EXPORTS TO GROW

The companies receive 4% of its business from exports and have plans to increase it by 8% in the coming years. Currently Godrej is exporting its appliances in the neighboring countries like Sri Lanka, Bangladesh, Gulf regions and Africa. Prasoon dwells further: “We are focusing to expand our business in Sri Lanka, Bangladesh, Dubai and

Afghanistan. We are using our distribution channels, print, events, outdoor and digital marketing channels to reach our customers in these markets.”

#### MEDICAL REFRIGRATORS

Godrej Appliances is targeting ₹2 billion revenue from the medical refrigerators portfolio in the next 4 years. The company has launched 6 new products which are used for vaccine storage. The company is doing tie ups with pharma companies and hospital to increase the sales of the medical refrigerators. Further, the company plans to export its medical refrigerators in Nepal, Sri Lanka and South Africa.

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## NEWS - SUNROOF

### Global Automotive Sunroof market will grow 7.1% CAGR

According to a Mordor Intelligence 2015 report titled ‘Global Automotive Sunroof Market - Growth, Trends and Forecasts (2015-2020)’, the global automotive sunroof market will grow at a CAGR of 7.1% during 2015-2020. Vehicle production has been growing rapidly with a substantial increase in global population and vehicle owning household. The demand for sunroof system as an after sale customization has witnessed a spike in popularity, especially among the younger population in Asian countries. Having understood this recent trend, various automobile manufacturers are now offering either built-in or optional sunroof systems to mid or premium segment cars. Solid roof modules without additional integrated features seem to have a cost disadvantage versus simple sheet-metal roof-skin structures. While electrically operated convertible roof systems are industry standard for luxury vehicles, roof makers are continuously working toward developing smaller, lighter and cheaper systems.



### Panoramic sunroof to dominate market by end 2020



As per a 2015 Mordor Intelligence report titled ‘Global Automotive Sunroof Market - Growth, Trends and Forecasts (2015-2020)’, panoramic sunroof is the fastest growing segment and it will dominate the market by the end of 2020. The report informs that tilt and slide was the largest segment in 2015 and together with built-in type accounted for more than 55% of the overall market in 2014-15. The preference by 1 in 10 individuals for a sunroof system in their automotive and the growing alternative fuel vehicle segment has propelled the automotive innovators to invent the sunroof with built in solar cells that powers the vehicle. Furthermore, it was noted that the trend of preferring a car with a sunroof rose to as high as 35% in 2014. The market for glass sunroof constituted over 70% of the overall sunroof market share and this is expected to reach over 80% by 2025 due to latest innovations in the field of solar sunroofs for electric vehicles and panoramic sunroof segment.