

Asia's Most Promising Brand Award (2015, 16, 17)

Godrej Appliances conferred 'Asia's most promising brand' by WCRC for the third time in a row



Godrej Appliances was once again recognized among 'Asia's Most Promising Brands' for 2017 by World Consulting and Research Corporation (WCRC), one of Asia's leading brand rating and ranking companies. The award secured third time in a row signifies the brand's immense strength and fine legacy. 'Asia's Most Promising Brands' is a World Consulting & Research Corporation (WCRC) initiative involving the most promising brands from Asian countries that have contributed to the scintillating success story and charted a path-breaking progression blueprint of the Asian economy.

The project showcases brands involving the most promising nations of Asia for business. WCRC's approach was to recognize brands that add greater value to the organization from attracting and retaining customers to creating a stronger association in their minds.

Speaking on the occasion, Mr. Kamal Nandi, Business Head and Executive Vice President, Godrej Appliances commented "We feel both honoured and humbled to receive this award for the third time in a row. At Godrej, we have continuously endeavoured to offer our customers with high quality products, pioneering and relevant technologies and best in class service that enhances the quality of their lives. This award is not only recognition of our efforts; it is also a testimony of the faith our stakeholders have placed in us. On this proud occasion, we would like to thank our customers for their continuous support and belief in us. This recognition will only further strengthen our resolve and motivate us to stretch our limits to fulfill the Godrej brand promise of brighter living for all our stakeholders."

Ms Swati Rathi, Head of Marketing, Godrej Appliances said "The brand is the actual identity of the company and strongly reflects the quality of products and services on offer. We are proud of this recognition for our brand for the third time in a row. It will always remain our endeavour to ensure that best efforts are put into increasing loyalty and advocacy while consistently delivering best products. This award reflects our deep understanding of fast-evolving consumer lifestyles. We have always tried to use these consumer insights to develop products with technologies that are ahead of their time. When it comes to communication, we ensure that we are present wherever our consumers are, and that we engage them in a continuous dialogue. Awards like these only propel us to continue bettering the brand experience for our consumers through best in class offerings."