

## **India Design Mark Award for Godrej Edge Pro semi-automatic washing machines by India Design Council**

Godrej Appliances was conferred with the coveted India Design Mark, awarded by India Design Council, for its Edge Pro range of semi-automatic washing machines. The prestigious India Design Mark, a renowned design standard which recognizes good design, was initiated in cooperation with Good Design Award, Japan to recognize well designed products that enrich lives of people who use them.

The Godrej Edge Pro range of washing machines is a perfect blend of efficiency, convenience and superior cleaning. It comes with a host of innovative features such as in-built detergent storage compartments, a washtub-lid which acts as a wash tray with in-built drain and cable winder for stowing the power cable. It is powered by an Aqua-Jet Pulsator which is inspired from the design of a Jet engine to generate greater turbulence and cleaning action. It also features the Spin Shower Technology for better detergent removal and an active soak option for optimal stain removal.

This range has been carefully designed keeping in mind the lifestyle of modern Indian consumers. The washing machine features cleverly designed large wheels for greater mobility, a magic filter designed specifically to reduce lint and cloth fiber deposits during wash, a 100% rust proof polypropylene body along with 5 year warranty on the wash motor for long-lasting, worry free performance. Available in a range of colours with different options for spin motor wattage and wash capacities, the Edge Pro Range of Semi-Automatic washing machines caters to ones needs in the growing washing machine market in India.

**On receiving this recognition, Kamal Nandi, Business Head & Executive Vice President, Godrej Appliances** said, "This prestigious recognition from India Design Council is a testimony to the immense dedication and top-notch expertise of our team. Identifying user insights and translating them into product innovations has been at the core of our product development process. It is this same understanding that has allowed us to consistently come up with innovations across all product categories that are better and beyond the existing industry benchmark. This recognition will further motivate us to continue innovating so that our products meet the expectations of our esteemed customers."

This award is the second major recognition for Godrej Washing Machines, the 1<sup>st</sup> being the India Design Mark awarded in 2015 for Godrej Eon Glitz fully automatic washing machines.