

India's Most Admired Brand award 2016-17

Godrej Appliances conferred with the **Most Admired Brand Award** in the fifth edition of India's Most Admired Brands Award.

The Most Admired Brands and Leaders Awards 2016-17 was organised by White Page International last week at The Trident, Nariman Point Mumbai. Most Admired Brands is an inspiring platform that salutes the contribution of brands and leaders across sectors. The awards are on the basis of their recently released research & jury based listing of India's Most Admired Brands & Leaders 2016-17, with PwC as process reviewers. The Chief Guest at the award function was Shri. Sudhir Mungantiwar, Honourable Minister of Finance and Planning, Forest (Maharashtra).

Since foraying into the consumer durables space in 1958, Godrej Appliances has made several transformational changes – altering forever the Indian appliances market. While refrigerators is what the company started with it has since, made inroads into several other verticals- Air Conditioners, Washing Machines and Microwave Ovens, and adjacent categories such as medical refrigerators, chest freezers, air purifiers and personal food and beverage coolers.

Mr. Kamal Nandi, Business Head and EVP – Godrej Appliances said, *“We feel both honored and humbled to have received the awards. This recognition reflects the effort that has been put together by the entire team of Godrej. Godrej Appliances as a company has constantly been exploring, evolving and innovating and has always been on its toes to keep pace with the times. 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.”*