

Reader's Digest Trusted Brand-Gol (2006, 07,08,09,10,12,13,15,16,17)



Godrej Appliances has been awarded the Reader's Digest Trusted Brand Award- Gold for the 10th time.

The Reader's Digest Trusted Brand survey is a Global Property covering Asia's most trustworthy brands across China, Hong Kong, India, Malaysia, Philippines, Singapore, Thailand and Taiwan. The consumer based survey is done across 42 categories on criteria like Trustworthiness & Credibility, Quality, Value, Understanding of Customer needs, Innovation and social responsibility.

In today's rapidly changing landscape of consumer appliances, with the advent of social media and increasing product and service quality, consumers' expectations of brands are becoming less forgiving. For Godrej Appliances, being ranked on the Trusted Brand list is a great achievement, but maintaining this ranking since 2006 has involved a genuine commitment on our part to protect and fulfil the promises made to our consumer. It means ensuring the quality doesn't drop. And it definitely means delivering the same value and consumer satisfaction year in and year out, while always remaining open to innovation and reinvention – no easy task! While being the pioneers in refrigerator space, Godrej Appliances has always been known for delighting the consumer through innovative, relevant and green technologies.

Godrej has created many milestones in the Indian appliance space – be it in the environment/energy efficiency space, including the launch of the first green AC in the world (2012), launch of the first green refrigerator in India (2001), launch of the first 5 star range of refrigerators (2008), or a pure consumer delight space like the launch of the music refrigerator, DAC (Dynamic Aqua Power Control) Technology, Washing Machines with special Ultra-Sonic Stain removing technology (2013), Tilt drum in washing machine or Steam Microwave Ovens and Pizza/Kebab makers (2012) in Microwave Ovens. Godrej's focus on balancing consumer needs with environmental cause has enabled the organization to redefine the technology landscape in the appliances industry – to the delight of both the consumer and the environment.