



Godrej Appliances forays into Air Cooler category – Introduces India’s first coolers with Inverter technology

~ Godrej Air Cooler with Air Conditioner’s Inverter technology - provides better cooling and more savings

23 January, 2020, Delhi: Godrej Appliances, a leading player in the home appliances segment, unveiled one of its kind Air Coolers with Air Conditioner’s Inverter technology for the first time in the Indian market. With the new line up of greenest Air Coolers, the brand forays into the desert cooler category which is estimated to form about 60-65% of total cooler industry. In line with Godrej’s commitment to the environment, the brand has **pioneered the inverter technology in air coolers**, which ensures powerful cooling at higher efficiency **with up to 50% more power saving** delivering savings of upto Rs. 3000/- in 3 years.

The wide range of **Godrej Air Coolers** with a sturdy and robust design is loaded with superior features. Godrej Air Coolers with **Inverter technology** has **copper wired microprocessor-enabled BLDC (Brush Less DC) Fan Motor** which adjusts the fan speed and pump operation as per the ambient temperature, aiding in energy efficiency. The BLDC Fan Motor comes with 18 inch wide **Aerodynamic blades** for better cooling. The advance design and contact-less magnetic movement enables lesser power consumption. The frictionless design also improves the fan's life span and reduces noise considerably. Its specially designed circuit gives a wide operating voltage range (**160V – 270V**) that keep the air delivery constant even during high voltage fluctuations.

For better cooling, which is the key product promise, Godrej Air Coolers works on **Auto Cool Technology** with **Dual Sensors** that adjust fan speed & pump operation as per the ambient temperature. With **Quick Chill technology**, the fan of the air cooler can run at maximum speed (Turbo Mode) up to an hour before switching back to normal mode for quick cooling. The **Ice Drip (ID) Technology** allows direct contact of ice-cold water on all three sides of the Honeycomb pads for improved efficiency and faster cooling. It’s **Honeycomb pads** are **odorless** and are **up to 50 mm thick** for high water retention, which enables faster cooling even at high temperatures while its unique fascia design allows a **wider Air Throw**. That’s not all. With the unique **Auto Soak Technology**, the in-built water pump first soaks the cooling pads before the fan starts - to avoid gush of warm air when the air cooler is switch on.

Godrej Air Coolers are designed keeping in mind the comfort and convenience of the users. It has four modes- Low, Medium, High and **Turbo**, ensuring good air throw and cooling, even in a large room. **Humidity control** allows all weather cooling, delivering guaranteed user comfort. The **UV protected body** resists decolouration while with **Dry Run Protection** pump switched off in case of low water levels. **Thermal Overload Protection** prevents overheating of motor and pump to prolongs the longevity of the product. Godrej Air Coolers are home inverter compatible and have **Low Water Alarm system for** tank refill alerts.

Commenting on the launch, **Mr. Kamal Nandi, Business Head and Executive Vice President, Godrej Appliances** said, “As an organization, Godrej has always endeavoured to give maximum product value to customers. We are constantly exploring, innovating and evolving with the single aim of delighting our customers with cutting-edge products and services that seek to make their lives brighter. Leveraging our cooling expertise, we are keen to extend our strengths into Air Cooler category and embark on our journey towards growth with this benchmark worthy offering. With its revolutionary Inverter

technology and delightful features, Godrej Air Coolers aims to make eco-friendly technologies within everyone's reach, while bringing in ease and convenience to the consumers."

Mr. Sanjeev Jain, National Sales Head, Godrej Appliances said "We have enhanced our portfolio with our foray into the air cooler category with the new range of Inverter technology powered Godrej Air Coolers. India Air Cooler market is forecasted to grow at a CAGR of 20% by 2022. Placing convenience and efficiency at the heart of its human-centric design, the air cooler range is packed with several convenience-oriented features, having multiple colour variants and capacities as per consumer needs to choose from. We look forward to delighting our consumers with the best possible innovative experience."

Godrej Air Coolers range is broadly classified into three sub-categories - **Inverter Series, Electronic Series** and **Mechanical Series**. Each of the series have various colour variants of **Wine Red, Light Grey, Blue, Purple, Dark Grey** to choose from, having **Single** and **Dual Tone** look and with capacities of 60L and 80L. The new Godrej Air Cooler range consists of 17 models in various sizes and cooling capacities ranging in introductory price from INR 12,300 to INR 19,900. To sweeten the deal for the consumers, Godrej Air Coolers offer 1 year comprehensive warranty and additionally, 1 year on inverter fan motor, guaranteeing peace of mind for the user.