

# Good Design Award for Eon Frost Free Refrigerator and Eon Green Balance Air Conditioners (2016)

Godrej EON Refrigerators, Green Balance ACs secure Good Design Award by Japan Institute of Design Promotion



Godrej Appliances was conferred with the coveted and internationally acclaimed Good design award by Japan Institute of Design Promotion, for two of its product ranges- EON range of frost free refrigerators, covering 240L, 260L and 290L; as well as the Green Balance range of air conditioners covering 1T and 1.5T.

Godrej Eon range of refrigerators is a perfect blend of energy efficiency, intelligent operation and aesthetics. It is one of the few frost free ranges available in India which come with a **4-star energy rating** in all capacities, as per the latest energy rating standards for 2016, mandated by the Bureau of Energy Efficiency, Government of India. It comes loaded with a host of other features like intelligent mode for better nutrition preservation, an intelligent inverter compressor for energy efficiency, patented Cool Shower Technology for better all-round cooling, Stay Cool Technology for cooling retention and the largest vegetable tray in its class.

This range has been carefully designed keeping in mind the lifestyle of modern Indian consumers. The refrigerator has a large vegetable space of 34 L which can easily store a week's requirement of greens, an attractive wine rack for storing bottles horizontally, a 2.5 litre bottle space in the door for storing large cola bottles and a deep bottom chiller for extra storage space. To match the fast paced lifestyle of these modern consumers, the refrigerator comes with easy-slide-out bins in the main compartment and store-&-serve bins in the door which allow easy storage and removal of frequently needed items. Like all refrigerators from Godrej Appliances, this new Eon frost free range is 100% green, being completely CFC, HFC and HCFC free.

Godrej Green Balance AC Range is the most energy efficient range of Air Conditioners in India- with the highest energy efficiency rating of 3.9 EER which is much higher than the next 5-star rated ACs (3.5 EER). The new Godrej Green Balance ACs incorporate ultramodern technology for high cooling and power saving. These are future ready AC range encompasses 5-star, 6-star and 7-star performance ACs and is a win-win for both people and the planet. The green balance ACs work use the greenest refrigerant R290 and have zero Ozone Depletion Potential and Global Warming Potential of 3 which is lowest in the industry.

For more than 60 years, the Good Design Award has been recognizing exemplary designs that are not only ground breaking but also have a positive impact on industries and society. Godrej EON refrigerators and Green Balance AC range was amongst the winners selected from among a number of international entries received in 2016.

**On receiving this recognition, Kamal Nandi, Business Head & Executive Vice President, Godrej Appliances** said, "This prestigious international recognition from a respected entity like Japan Institute for Design Promotion 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 Eon and Green Balance range of Air Conditioners, the 1<sup>st</sup> being the prestigious India Design Mark awarded in 2015.