

## **Reader's Digest Trusted Brand-Gol (2006,07,08,09,10,12,13,15,16,17,19)**



Godrej Appliances has been awarded the Reader's Digest Trusted Brand Award- Gold for the 11th 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.