

CATALYSING CROSS-FUNCTIONAL CHANGE

# Digitalisation catalysing cross-functional change

From smart factories to analytics-driven customer journeys, we have been building a strong digital presence across networks. We, at Godrej & Boyce are deeply invested in driving digital transformation to reach new frontiers.



Novel 3D Product Configurator and Room Planner application by Godrej Interio

At Godrej & Boyce, we have seamlessly adopted extensive digital practices across all our businesses. The period from 2020 to 2023 was one of transformation for us, with AI being embedded into most parts of our business.



### Smart manufacturing

Industry 4.0  
IoT



### Customer centricity

Customer analytics  
Improved product design, pricing and service  
Highly engaging product experiences  
Service CRM  
Improved forecasting and planning



### Connected supply chain

Robust, scalable data platforms  
AI/ML  
IIoT and CIoT  
Accurate demand forecasting and inventory management



### Extensive reach and B2B connect

WhatsApp business stores  
Online presence for small retailers  
Virtual communities



### Next-gen workplace

Productivity improvement through AI/ML  
New age LMS  
Virtual connectivity tools  
Blended learning, DigiTalks

## SMART MANUFACTURING @ GODREJ & BOYCE

Industry 4.0 is at an inflection point in Indian manufacturing today, leading this sector to become an intelligent industry that significantly contributes to our economy.

While our digital transformation journey, like the rest of the industry, was accelerated during the Covid-19 pandemic, at Godrej & Boyce we continue to pursue this journey with as much rigour through key enablers like data analytics, education, open innovation and collaboration in digitalisation.

As a part of our growth strategy, we have set up greenfield manufacturing plants with smart manufacturing systems and processes. With each manufacturing facility built over the last five-to-seven years, we have increased the “smartness quotient”. This includes the setting

up of Manufacturing Execution System (MES) to handle various daily tasks, right from plan various machines/operations, to taking real time feedback from devices and prompting required intervention, along with controlling the information and material flow throughout the processes.

**At Godrej Interio, we deploy robots to perform repetitive activities, in high precision settings, like welding.**

We have also developed our own in-house Automated Guided Vehicle (AGV) technology that uses IoT for material movement between machines.

## Smarter products and solutions transform customer experience.

Smarter products and solutions transform customer experience We seek to enhance our customer experience through immersive technologies, which is also used to train our teams



Godrej Interio

### Digital initiative

- AR/VR enhanced 360° store walkthroughs
- Novel 3D Product Configurator and Room Planner application makes it possible to 'Design & Create' near-real, virtualised versions of our modular product offerings

### Value offered

- Richer information about products and features
- Easy visualisation within actual usage environments



Godrej Electricals & Electronics

### Digital initiative

- PROSOFT is an integrated application which works in sync with core ERP i.e. Infor for addressing the core challenges in project management (viz work fronts management, resource planning, activity wise material consumption, JMC & contractor billing annexure, etc.)

### Value offered

- Real time data availability and analytics for faster and efficient decision making
- Detailed planning and progress tracking of material procurement, delivery, scheduling, execution
- Complete inventory management
- NORM management



Godrej Construction

### Digital initiative

- Partnered with Tvasta Manufacturing Solutions, an IIT-Madras alumni startup, to introduce and commercially deploy innovative 3D Construction Printing (3DCP) technology in India. The solution leverages automation and robotics for faster and a more sustainable construction process, that can also be done offsite

### Value offered

- Reduces wastage, optimises construction performance, increases worker safety, adds flexibility and cumulatively reduces carbon footprint



Godrej Material Handling

### Digital initiative

- Safelog is our IoT-driven solution that enables forklift vehicle owners to monitor fleet health, provide proactive or predictive maintenance and optimise fleet size. The solution monitors fleet performance across locations, supporting proactive maintenance and minimising downtime

### Value offered

- Significantly enhances fleet productivity, leading to overall higher productivity, lower costs, better profitability



## ENHANCING THE DIGITAL PRESENCE OF OUR PARTNERS

Godrej Appliances has helped more than 25,000 trade partners to reach their customers digitally during the pandemic period, when store operations were affected. By setting up online shop pages for its retailers and partnering with new age merchant platforms like Pine Labs and Benow, the company has facilitated multiple modes of payment and EMIs, creating a level playing field for upcountry retail channel retailer community. We also assisted our trade partners to gain better digital presence through Google My Business and Facebook Business Pages.

Further, Godrej Appliances has opened exclusive outlets on e-com giant Amazon, capitalising on Amazon's superior customer reach the online space. The results are encouraging, with digital sales going northwards by 40%

**Our flagship business and brand, Godrej Locks and Architectural Fittings (GLAFS) generates**

# 30%

**of its sales from the B2B domain, through the carpenter and contractor community.**

To engage with these communities, Godrej Locks has launched a first-of-its-kind online carpenter engagement programme called Godrej Locks Carpenter Club (GLCC) that offers information on products, incentives, etc; all on a common platform.

The business has also launched Godrej Locks Carpenter Club (GLCC), a unique digital initiative that provides privileges and rewards to the carpenter and contractors' communities on the purchase of its locks and architectural fittings.



## CYBERSECURITY: BUILDING ROCK-SOLID DEFENCES

The pandemic hastened technology adoption at Godrej & Boyce with converged IT, operational technology (OT), Internet of Things (IoT), digital twins getting deeply embedded within our systems. As the workplace transformed aspects like hybrid working environments, the business's need to access anywhere-anytime data became the norm. All this created the need for a far more vigilant and developed cybersecurity infrastructure.

Today, it is our vision to develop a world-class cybersecurity programme that supports all areas of G&B's business and efficiently mitigates threats. For this, we work to protect G&B's data and data processing systems from unauthorised access and modification by mandating reasonable cybersecurity controls on people, processes and technologies.

We follow the widely accepted National Institute of Standards and Technology (NIST) Cyber Security Framework (CSF)\* which is based on the five pillars of identification, protection, detection, response and recovery for effective risk management. Our threat mitigation approach is layered with multiple security checkpoints. This helps to provide redundancy in case any security layer fails or its vulnerability is breached, with another security layer becoming functional.

Our Zero Trust Model complements our layered security approach. All users, both within and outside the organisation's network, are required to be authenticated, authorised and continuously validated for security configuration and posture before being granted or keeping access to applications and data. Zero Trust assumes that there is no traditional network edge; networks can be local, in the cloud, or a combination or hybrid with resources anywhere.

We follow a centralised cybersecurity approach and infrastructure that is common across our business units, with the very specific requirements of some businesses requiring a separate approach. Our foremost priority is to build a strong service security awareness culture within the company. This is being supported through continuous risk assessment of our cyber environment, along with upgradation of policies and processes. We are also implementing new-age technologies in alignment with our group-level cybersecurity strategy to ensure protection from advanced malwares and to ensure foolproof data security. There were zero number of substantiated complaints received in FY23 regarding breaches of customer privacy.

\* The ISO 27001 standard includes requirements for developing an ISMS (information security management system), implementing security controls, and conducting risk assessments.