

Enjoy your favourite fried foods guilt free this festival
Get Air Fried dishes with upto 90% lower oil, with Godrej Microwave Ovens



Mumbai, 14th Oct 2022: With the festival around the corner, the temptation to dive into feasts and festivities is at an all year high and so is the guilt post indulgence. Godrej Microwave Ovens aim to resolve this dilemma with its **Oil-free Health Fry Mode in its Convection Microwave Ovens - perfect 2-in-1 machines** which eliminate the need to invest in multiple appliances that take up precious kitchen counter-top space. Its advanced cooking technology enables you to **cook your favourite fried foods like French fries, samosas, pakodas, cutlets** among many others in upto **90% less oil** compared to the traditional cooking methods, while still retaining the taste.

The Oil-free Health Fry mode uses a high-wattage quartz and elementary heater to release heat and the fan on the topside of the food compartment circulates the hot air to evenly prepare the food. What's more, due to the higher capacity of the microwave oven cabinet, it can cook **upto 3 times higher quantity of food, in 33% less time** as compared to a regular air fryer while keeping the flavor intact. **With its various modes and pre-set menus**, it works as a complete cooking solution suited for cooking, air frying, grilling, baking, fermenting, roasting, toasting, steaming, boiling or just reheating.

Commenting on this, **Kamal Nandi, Business Head and Executive Vice- President at Godrej Appliances, a flagship company of Godrej & Boyce**, said, *"Indians have in general become more health conscious as an aftermath of the pandemic – this is being seen across their shifting purchases and choices. Microwave Ovens as a category is witnessing increased traction post pandemic. We are looking at 15%+ growth in this category in this financial year. At Godrej Appliances we are committed to offering thoughtfully made solutions, that help consumers improve their health and wellbeing. The Oil-free health fry mode in our convection microwave ovens is a clear example. We understand that consumers are constrained for space in the kitchen, we also understand that fitness seeking consumers often have to compromise on the taste*

or variety of the food they eat. Our all in one easy to use convection microwave ovens therefore complements them in their journey towards good health, without compromising on taste or variety.”

The ovens come with upto 375 pre-programmed Indian and International Instacook recipes. Available in multiple looks – different color variants and in multiple capacities - 20L, 23L, 25L, 28L, 30L, 33L and 34L, the microwave ovens are suited for all kitchens. With a 5-year warranty on Magnetron, 1 year warranty on the entire microwave oven and the backing of the company’s widespread after sales service, as well as easy availability on both online platforms like Amazon, Flipkart and offline stores, the machines promise to be an ideal investment into your family’s health this festival.

About Godrej Appliances

Godrej Appliances, a business unit of Godrej & Boyce, is one of the leading Home Appliances players in India. Godrej & Boyce was the first Indian Company in 1958 to manufacture Refrigerators and since then Godrej Appliances has expanded its portfolio across many other categories like Washing Machines, Air Conditioners, Microwave Ovens, futuristic Thermo-electric cooling solutions, Air Coolers, Deep Freezers, highly specialized Medical Refrigerators, UVC Technology-Based Disinfecting devices, Dishwashers and more recently InsuliCool product range, all powered by the driving philosophy of 'Things Made Thoughtfully'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej. Both manufacturing units of Godrej Appliances became the first in the country to win the coveted Platinum Plus Green Co certification for their pioneering green manufacturing practices. The brand takes pride in not just its carefully designed products and environment-friendly technologies, but also best in class after-sales service delivered through over 680 service centers and more than 4500 SmartBuddy service experts spread all over the country.

To learn more visit: <https://www.godrej.com/godrej-appliances>

