

Give your laundry a better experience with the new premium range of Godrej Eon – Velvet Series Washing Machines

-With elegant looks that match advanced features and technologies like ~Zero pressure, Flexi wash, Roller Coaster Wash, Super Dry and much more

-The brand targets to achieve 50% growth in the premium segment



Mumbai, 16th November, 2022: Godrej Appliances, business unit of Godrej & Boyce, the flagship company of the Godrej Group, has expanded its premium range of fully automatic top-load washing machines with the 5-Star rated **Eon Velvet** range. With cutting edge technologies, advanced health and hygiene features and clutter breaking aesthetics, it is an ideal choice for contemporary customers, who want differentiated products with trending features.

The Godrej Eon Velvet range of washing machines are power-packed with various advanced features such as **Flexi wash** – upto 26 customizable wash programs allowing an optimal combination of pre-soak, wash, rinse, spin time and water level for the best suited wash for all kinds of clothes and stains. **~Zero Pressure (0.02 MPa) Technology** that allows the machine to operate even in low pressure conditions and fills the tub 60% faster than other machines (select models) even at close to zero pressure. **Roller Coaster Wash** technology with its combination of specially designed gravity drum, a deeper aqua jet plusator that allows for greater wash turbulence and cascade waterfall enables better cleaning. The machine also has **Super Dry** option- an extra spin cycle for excess moisture removal, quite useful for denims and heavier clothes. The **rear control panel** prevents water seepages into the controls. Additionally, the **Tub clean** mode ensures the tub, lint filter, pulsator & balancer ring are thoroughly cleaned to maintain the hygiene of the machine as well as clothes.

Speaking about the new offering, **Kamal Nandi, Business Head and Executive Vice- President at Godrej Appliances, a flagship company of Godrej & Boyce**, said, *“We have been witnessing growth in premium segments across geographies and channels, and expecting the premium mix in the total contribution to double this year, compared to pre-pandemic years. YTD October data re-establishes the premium trend with Frost Free refrigerators and Fully Automatic Washing Machines continuing to grow much faster. Our new Eon Velvet range of washing machines are apt for consumers looking to upgrade to better performance and more aesthetic machines.”*

Further, **Rajinder Koul, Product Group Head- Washing Machines, Godrej Appliances** added, *“With the introduction of this range, in the premium segment we are expecting to achieve 50% growth by this*

financial year-end. In the coming months, we will be expanding this platform further by adding higher capacities and more technologies.”

The aesthetics of this washing machine range is inspired from new age automobiles – offering curved tinted toughened glass, intuitive hidden handle, metallic chrome garnish and a soft close lid with a convenient flip lid detergent drawer. Being a 5-Star rated model, it helps to optimize electricity consumption and gives higher savings. The series is available in 6.5 kg, 7 kg and 7.5 kg capacities in multiple attractive colour options like Metallic black, Autumn red, Silver Glaze & Graphite Grey and starts at Rs. 31,000 MRP with a 12-year warranty on its motor and a 3-year comprehensive warranty. The Godrej Eon - Velvet series of washing machines will be available across retail stores, and online through the brand’s e-store, Amazon and Flipkart.

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>

