

## Godrej Appliances unveils its TV campaign, featuring Bollywood star Ayushmann Khurrana, for India's First Leak-Proof Split Air Conditioner



**Mumbai, 14<sup>th</sup> April 2023:** Godrej Appliances, part of Godrej & Boyce the flagship company of the Godrej Group has rolled out a witty television campaign for *India's first Leak-proof\* split Air Conditioner*. The film addresses the common yet unsolved problem of leaking ACs faced by AC users and presents the thoughtful innovation - Air Conditioners with *Anti-Leak Technology*.

Starring the superstar Ayushmann Khurrana, the film opens with him noticing water leaking out of the air conditioner and getting irritated with the sight. While watching the couple around him putting a diaper around their baby, he thinks of a *jugaad* to plug the leak – he sticks the diaper on the AC and shrugs at the confused couple. The TVC then cuts to him presenting the right solution – the latest Godrej Leak-proof AC with Anti-Leak Technology.

An estimated 85% AC consumers suffer from this issue at least once in the product's lifetime and consequently, the issue ranks amongst AC's key concerns. However, no brand had offered a solution to this perennial problem. As a lasting solution to the leaking split AC woes, Godrej introduced its Leak-Proof Air Conditioners with Anti-Leak technology. The company has also filed a patent for this revolutionary technology, making it India's first and the only one of its kind in the market. This AC also offers a host of other relevant technologies and features such as 5-in-1 Convertible Cooling Technology that can be set basis the number of people in the room and help save energy, i-sense technology with remote sensing to deliver the desired cooling around the customer, powerful cooling even at 52°C with lower derating, inverter technology for power saving and ecofriendly R32 refrigerant among several others.

Speaking on the latest television campaign, **Swati Rathi, Head – Marketing, Godrej Appliances** said, *"We found leaking ACs to be a common household problem faced by an estimated 85% AC consumers. Most of them resorted to 'jugaad' measures to live with this water leakage, but no brand had a permanent solution to it. Backed by the brand's ethos of creating thoughtful products with relevant technology, we introduced this industry-first, patent applied Anti-Leak Technology in our AC and to communicate this disruptive proposition, we decided to take a quirky communication route in this TVC by showing a diaper stuck on the AC making for a memorable viewing. The initial response to the proposition and the communication has been very positive and we are confident this engaging film will help us build awareness for the new USP."*

The film is conceptualized by Creativeland Asia and is being aired across major electronic and online platforms. Commenting on this film, **Anu Joseph, Co-Founder and Creative Vice Chairman, Creativeland Asia** said, *"There was never a real solution for leaky ACs, up until now. That's what we've highlighted in this satirical piece featuring Ayushmann Khurrana. This campaign that started with us promoting AC Diapers across social and digital, went viral from the word go. It stays true to the brand's philosophy of 'Things made thoughtfully'."*

YouTube link – [https://www.youtube.com/watch?v=zd-wG\\_WykVI](https://www.youtube.com/watch?v=zd-wG_WykVI)

## Social media post by Ayushmann Khurrana



[https://www.instagram.com/reel/Cq-epu9ty6K/?img\\_index=1](https://www.instagram.com/reel/Cq-epu9ty6K/?img_index=1)

[https://www.facebook.com/ayushmannkhurrana/videos/1412623592824518/?extid=CL-UNK-UNK-UNK-AN\\_GK0T-GK1C](https://www.facebook.com/ayushmannkhurrana/videos/1412623592824518/?extid=CL-UNK-UNK-UNK-AN_GK0T-GK1C)

### 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 several 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. This portfolio has been powered by the driving philosophy of 'Things Made Thoughtfully.'

Environment protection is a core value at Godrej. Thus, this concept extends from human-centric design to planet-centric design. Both manufacturing units of Godrej Appliances became the first in India to win the coveted Platinum Plus Green Co. certification for their pioneering eco-friendly practices. The brand takes pride in its carefully designed products and environment-friendly technologies. Further to this, it promptly provides the best-in-class, after-sales service through more than 680 service centers and 4500 + SmartBuddy service experts pan-India.

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



\*<http://bit.ly/GATnC>