

70% of citizens from Southern India more likely purchase Health and Home Security gadgets now

This data was revealed in a recent survey called 'Cocoon Effect on Home and Health Security' by Godrej Security Solutions

Mumbai, 25th May 2021: A recent study called the 'Cocoon Effect on Home and Health Security' by Godrej Security Solutions, a business of Godrej & Boyce, the flagship company of the Godrej Group, has revealed that **70% of citizens from Southern India are now prioritising purchase of Health and Home Security gadgets**. The study found 84% people agreed that post the pandemic and the subsequent national and state lockdowns, protecting their health and wellbeing has become a priority for them. This has further become the need of the hour since South India, and particularly its rural area, has been severely impacted.

The report further shows that respondents from Kochi unequivocally agree that staying at home, protecting their health and wellbeing is a priority in the current times. This was followed by Hyderabad (95.08%) and Bengaluru (86.89%).

This shift towards health was also reflected in the purchasing priorities. Prior to COVID-19, more than 1 in four respondents from southern India (**25.88%**) cited they were 'most likely' to purchase a smartphone or tablet from a given list of consumer products, including kitchen appliances (**22.87%**), Jewellery (**18.26%**), and health devices such as UV sterilizers (**12.22%**).

With rising cases and lockdowns, there has been a **49% rise in the adoption of home security gadgets amongst residential owners across Southern India states**. The study also revealed that **61%** of Indian women have taken the lead in raising their understanding of different home and health security parameters, product benefits and usability. The study revealed women are taking charge of researching on the importance of using UV based products which are certified by a competent authority such Indian Council of Medical Research to safeguard loved ones from photo-biological risks of over or accidental direct exposure.

Commenting on the research, **Mehernosh Pithawalla, Vice President, Godrej Security Solutions** explains that the research was commissioned to assess the impact of the pandemic – as well as the subsequent restrictions and lockdown – on Indians' inclination towards of health safety and security. "It is heartening to see how majority of our respondents from Southern India are willing to take responsibility of their well-being and adopt health and home security solutions. The pandemic has led to a Cocoon Effect among citizens. It has forced them to shift focus and re-evaluate their home and health security preparedness. Our research highlights that India's 'security deficit' is now undergoing a stark change as consumers are adopting an inside-out approach by taking charge of their home and health security. As a trustworthy brand that has been securing Indian homes for several decades, it was incumbent on us to take strategic steps to support the country in the fight to secure homes and health of every Indian by making solutions available at the right time."

While the authorities are initiating lockdowns and social distancing norms, it is necessary for citizens to adopt additional health security measures in order to eliminate or minimise any exposure to this highly contagious virus, even while at home. This has led to the emergence of the health security market. Godrej Security Solutions estimates the total addressable health and home security market for FY 2021-22 in the country will reach around **INR 450 cores with a CAGR of 20%**, given the rising adoption rate and demand for home and health security products.

About Godrej Security Solutions:

Godrej Security Solutions is a division of Godrej & Boyce Mfg. Co. Ltd and part of the USD 4.1 billion Godrej Group. A pioneer and leader in the business, Godrej Security Solutions Division is the largest manufacturer and marketer of Security Solutions in India. It is the largest supplier of security solutions to several prestigious banking, corporate and public institutions. For the first time in the category and the industry, Godrej Security Solutions Division has been awarded the Superbrand status. It has also won the “Most Preferred brand” award in the Home Segment. The Division currently exports its products to over 45 countries including Middle East Asia, South East Asia, Far East Asia, East Africa, the US, Europe and the SAARC Countries.

Media contact:

Supreeth Sudhakaran Ph: 9920584295 Email: supreeth.sudhakaran@godrejinds.com	Mayukhi Mondal Ph: 9168464125 Email: mayukhi.mondal@adfactorspr.com
---	--