

## **Godrej Interio crowned as India's most Desired Retail Furniture Brand-2021 in TRA Research report**

*~ Wins prestigious crown of 'India's Most Desired Brand-2021' in 'Furniture Retail category ~  
~ Takes a giant leap from 186 in 2020 to 38<sup>th</sup> position, the exalted place this year ~*

**Mumbai, 28<sup>th</sup> July, 2021:** Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Interio, India's leading brand in home and institutional segments has been conferred India's Most Desirable Brand Award 2021 by Trust Research Advisory under the 'Furniture Retail' category. Across all categories, Godrej Interio has taken a giant leap from 186 in 2020 to 38<sup>th</sup> position this year. The brands that appear in the Most Desired Brands report have been successful in enchanting consumers by creating desire in the consumer minds.

This award has been conferred upon Godrej Interio as a result of primary research based on the proprietary 12 attributes of their brand desire matrix that have been studied and identified by TRA Research. This year's research was conducted among 2000 consumer-influencers across 16 cities, 16,000 hours of field work and generated nearly 2.5 million data points and 3000 unique brand mentions, out of which the top 1000 brands have been listed in this year's report. TRA's Brand Desire matrix is a widely accepted brand model and it helps reorient the brand strategy into a completely consumer centric brand one. TRA's Brand Desired Report data provides invaluable insights to leading Indian and global organizations, allowing them to make themselves more competitive and relevant in these fast changing times.

**Commenting on the award, Anil Mathur, Chief Operating Officer, Godrej Interio said** *"We are extremely delighted & proud about this recognition as we continue on our journey to enrich lives of our customers by transforming home and workspaces. In the last year, the COVID-19 pandemic and resultant lockdowns have drastically altered the way we live our lives. It ushered us to re-think on what matters most to us and reminded us to make space for families, friends, and most importantly improve our physical and mental health.*

*In the past year, we redoubled our efforts to continuously enhance customer experience and navigate the changing business landscape. We have focused on launching innovative products and implementing a complete omnichannel strategy.*

*We continued to expand our footprint of offline stores, while also increasing our penetration through online channels, by more than double delivery points from 2000 to 5000 pincodes. Our user friendly, e-commerce enabled website provides consumers with a great opportunity to discover and purchase our range online. We have added innovative digital tools like visual search to our website to help customers choose the perfect product for their living spaces.*

*For those who still preferred a store visit, we started virtual tours of the stores so that they can see the products virtually and decide before making the actual visit. Visits at the store were enabled through prior appointment following all set norms of safe shopping.*

*This No. 1 ranking and the report helps give immense confidence that we are on the right path as we strive to remain relevant and desirable to our customers in these ever-changing times. And finally, this ranking, is a strong testimony to all the hard work put in by the teams across Godrej Interio, even in these challenging times.”*

Commenting on the report N. Chandramouli, CEO, TRA Research, said *“For Godrej Interio to catapult to within the Top 50 Most Desired Brands of India at 38<sup>th</sup> rank with a jump of nearly 150 ranks over previous year is a stupendous feat. With the extended Work-From-Home scenario, home furniture with aesthetics and functionality has become a necessity, and by leading the category, the brand has shown that it is even more deeply embedded in the consumer’s mind.”*

## **ABOUT TRA RESEARCH**

TRA (formerly Trust Research Advisory), a part of the Comniscient Group, is a Brand Intelligence and Data Insights Company dedicated to understand and analyze stakeholder behavior through 2 globally acclaimed, proprietary matrices of Brand Trust and Brand Attractiveness. Over a decade of research has helped us decipher the numerous characteristics that constitute the foundations of a brand. TRA conducts a primary research with consumers and stakeholders to assist brands with their business decisions based on our insights on Consumer Behavior. We provide Competitive Intelligence Reports mined from more than 15 million data-points on brand intangibles of 20,000 brands and also custom-made studies for the same. TRA is also the publisher of 'The Brand Trust Report' and of 'India's Most Attractive Brands'. We have also ventured into mapping Educational Institutes on a much needed factor of trust, based on our Brand Trust Matrix. India's Most Attractive Brands 2015, the second in its series has been recently launched.

## **About Godrej Interio:**

*Godrej Interio is India’s leading premium furniture brand in both home and institutional segments with a strong commitment to sustainability and centers of excellence in design, manufacturing and retail.*

*Led by the largest in-house design team in the country in the furniture category and awarded with 34 India Design Mark Awards till date, GODREJ INTERIO aims to transform spaces with its thoughtfully designed furniture to create brighter homes and offices with products that have the highest design quotient in aesthetics, functionality and technology. With consistent pursuit of excellence and a special focus on health and ergonomics, GODREJ INTERIO’s product portfolio comprises of a wide range of solutions*

*Today, we design and manufacture furniture for **office spaces, homes, educational institutes, healthcare facilities, laboratories** and more. Along with furniture we offer **Audio Visual and 360 Degree Turnkey solutions**. Each of our product range revolves around comfort and aesthetics while delivering well-designed, long lasting and functional furniture solutions. In short, Godrej Interio helps the consumers to make every space the perfect setting for their myriad moods and moments.*

*Currently present in over 650 cities with 250 exclusive showrooms and 800 dealers, is one of the largest divisions of Godrej & Boyce Mfg. Co. Ltd., part of the Godrej Group, one of India's largest engineering and customer product groups.*

*Godrej Interio has 7 manufacturing facilities situated at Mumbai, Khalapur, Haridwar, Shirwal, and Bhagwanpur. GODREJ INTERIO's Shirwal Plant is Green Co Platinum Certified, and Mumbai Plants are Green Co Gold Certified. GODREJ INTERIO is widely known for its comprehensive sustainability certifications for its products in furniture category.*

*GODREJ INTERIO commitment to the environment has resulted in manufacturing products with lesser environment footprint. Our pioneering efforts include designing less environment burdening products, usage of eco-friendly materials and setting up less polluting and consuming processes, ensuring eco-friendly packaging and transportation and finally the extended responsibility of recycling/reuse of used furniture and scrap, thus ensuring a lifecycle approach to green. GODREJ INTERIO has the widest range of green choices for our customers which not only includes products but also services such as green interiors and recycling.*

*The brand boasts of noteworthy awards received so far- CII Exim Bank Award for Business Excellence 2016, Superbrands 2017-18, Reader's Digest Most Trusted Brand 2018 Gold (Home Furniture and Modular Kitchen), TRA's India's Most Consumer focused brand 2019, GreenCo Star Performer Award 2019, National Energy Leader Award at CII National Award for Excellence in Energy Management 2018.*

**For further information, please visit <https://www.godrejinterio.com/>**

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