

## **Godrej Appliances collaborates with its trade partners to run free health check-up camps at numerous stores**

*~The brand appeals to embrace a healthy heart with oil free cooking with the help of Godrej Microwave ovens*

**Mumbai, 29<sup>th</sup> September 2020:** This 'World Heart Day', the home appliance giant, Godrej Appliances initiated multiple health checkup camps with its trade partners at 10 different locations to conduct health check-ups for customers walking to the stores, promoting 'healthy living' with 'healthy cooking'. In recent times, people are showing greater inclination towards a sustainable lifestyle and conscious consumption. **Health and hygiene** have emerged as a megatrend, with people being mindful of the ingredients they buy and the food they cook. Alongside healthy eating, they also need to monitor their vitals as a precautionary measure to safeguard themselves and their loved ones. The brand perceived 'World Heart Day' to be the perfect opportunity to take the conversations around healthy cooking forward and emphasize that 'the way to a healthy heart is through one's stomach'. The brand attempted to create awareness among the visitors of the stores - on how important it is to keep a track of one's health and promoted the adoption of a healthy lifestyle through oil-free cooking enabled by Godrej Microwave Ovens.

Recent consumer research by Accenture (April 2020) highlighted that more than 73% of consumers were uncomfortable visiting public places like cafes, bars, clubs and restaurants during the pandemic break out. Currently, a huge fraction of the Indian workforce adopted the 'Work From Home' format. Moreover, haunted by the fear of getting infected - the reluctance in hiring domestic help is highly prevalent. As a result, many are prompted to cook for themselves as they continue to work from home. With this dawned a greater consciousness around **food wastage, cooking effort and healthy cooking.**

This explains the sudden spurt in demand for microwave ovens. An excellent daily cooking companion, a microwave oven cuts one's cooking time, is a great tool in meal preparation and ideal for preparing a variety of dishes including numerous oil-free recipes. With the focus on convenience and comfort, Godrej Microwave Ovens come with Instacook menus of preset recipes which can be prepared in 4 easy steps that too in less oil. Moreover with Godrej InstaChef App (available on Google Play store) users can do an easy search for healthy oil-free dishes by keying in available ingredients.

With this on ground initiative, the brand targeted to reach over 5000 people in a day, with these free health check-ups, while educating them on how a Godrej Microwave Oven can help them ride on the 'healthy living' wagon with ease and take one more step towards good health.



## About Godrej Appliances

Godrej Appliances, a business unit of the highly diversified Godrej & Boyce Mfg. Co. Ltd. is one of the leading Home Appliances players in India. Godrej was the first Indian Company in 1958 to manufacture Refrigerators and has since then, 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 and more recently, UVC Technology-Based Disinfecting devices and Dishwashers, all powered by the driving philosophy of 'Things made thoughtfully'/ 'Soch Ke Banaya Hai'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej Appliances. Both manufacturing units of Godrej Appliances' - in Maharashtra and Punjab, became the first in the country to win the coveted Platinum Plus Green Co certification for its 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>



For further information contact:

Nalini Kala [nalini@godrej.com](mailto:nalini@godrej.com)

Kapil Kulkarni [kapil.kulkarni@adfactorspr.com](mailto:kapil.kulkarni@adfactorspr.com)