

## Godrej Appliances reiterates its commitment to high quality standards

*~Bags the 'Par Excellence' Award at the 34<sup>th</sup> National Convention of Quality Concept 2020*

**22 March 2021, Mumbai:** Godrej & Boyce, the flagship company of the Godrej Group announced today that its business Godrej Appliances, a leading Indian home appliances brand, was recently conferred with the highest award 'Par Excellence' award at the 34<sup>th</sup> National Convention of Quality Concept 2020 (NCQC 2020). The brand was recognized for its efforts towards upping the quality quotient - be it in process or product. The event was organized by Quality Circle Forum of India, a non-profit institution representing The Quality Circle Movement in India since 1982. This win qualifies for participation in the upcoming International Convention on Quality concepts (ICQC-2021) to be held in September this year.



**Kamal Nandi, Business Head and Executive Vice President – Godrej Appliances,** added, “We are delighted to have received this honour from the prestigious Quality Circle Forum of India. Godrej Appliances is committed to its journey of pursuing excellence in every facet, be it product, process, people or service. Godrej is known for its quality and this award is a testament to our commitment to continuous quality improvement. This award inspires us to take our manufacturing practices to the next level setting new benchmarks in quality.”

## 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 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>



Follow:

For further information contact:

Nalini Kala

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

Kapil Kulkarni

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

+91 98202 03787