

Godrej Appliances strengthens its presence in Punjab

~Unveils its first exclusive brand outlet in Gurdaspur taking the tally to 2 EBOs in the state

Gurdaspur, 26 February 2021: Godrej & Boyce, the flagship company of the Godrej group announced that its business unit Godrej Appliances, India's leading player in the home appliances segment, is strengthening its presence in Punjab with the launch of its first Exclusive Brand Outlet (EBO) in Gurdaspur. With this launch, the brand now has 2 EBOs in the state of Punjab.

Towards strengthening the supply chain and creating a next-level experience for customers in the Gurdaspur market, Godrej Appliances has launched its exclusive brand outlet spread over 1500 sqft, in collaboration with its channel partner **Ajay TV Center**. The EBO is strategically located in Tibri Rd, Shanker Nagar, Sadar Bazar in Gurdaspur.

Convenience and comfort are primacies for consumers today. This is evident from the gradual increase in demand for premium products, even in tier II and tier III cities. Moreover, with the pandemic in the backdrop, appliances have emerged as a necessity in every Indian home.

EBOs solidify Godrej Appliances' already extensive network across the country, fulfill the premium product requirement of its customers and most importantly give our consumers a much wider display to choose from enhancing their purchase experience. The brand currently has 120+ exclusive outlets across the country and aims to have 140+ EBOs by the next financial year.

Speaking on the occasion of the launch, **Mayank Gupta, Zonal Business Head, Godrej Appliances**, said "We have always endeavoured to be as close to our customers as possible. We believe our Exclusive Brand Outlets will give even greater value to our loyal customers. With our exclusive showroom, we have the opportunity to showcase our entire range of best-in-class appliances at a single location. Gurdaspur is an important upcoming market for us and we look forward to delighting our customers with the best shopping experience."

Added **Ajay Mahajan, Pankaj Mahajan & Varun Mahajan**, owners of **Ajay TV Center**, "We are extremely delighted to have partnered with Godrej Appliances, which is a highly respected and trusted brand. We are sure that our outlet will prove to be a great destination for the discerning customers of Gurdaspur through its unique offerings from Godrej Appliances."

The EBO will display the entire range of Godrej appliances including refrigerators, washing machines, air-conditioners, air coolers, chest freezers, microwave ovens, thermoelectric technology-powered Godrej Qube and UV-C technology-based Godrej Viroshield. That's not all. The brand brings special inaugural exchange offers and other assured gifts on purchase of select models from Godrej EBO Gurdaspur, for the first month.

Consumers will also be able to avail one-year free extended warranty on select models, one year of product insurance and other attractive finance offers throughout the year, exclusively, at every Godrej Appliances' EBOs. The brand also provides priority after-sales service to every Godrej EBO customer.

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>



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