

## Godrej Appliances strengthens its presence in Bihar

*~Unveils its first exclusive brand outlet in Bihiya taking the tally to 11 EBOs in the state*

**Bihiya, 4th September 2020:** Godrej Appliances, India's leading player in the home appliances segment, is strengthening its presence in Bihar with the launch of its first exclusive brand outlet (EBO) in Bihiya in collaboration with its channel partner **AGORA IMPERIUM INDIA PVT LTD.** With this launch, the brand will have 11 EBOs in the state of Bihar.

Towards strengthening the supply chain and with a view to create next level experience for customers in Bihiya market, Godrej Appliances has launched its exclusive brand outlet spread over 1800 sqft. The EBO is strategically located on Khesra 1112 (No. 38), Chauraha Road, Dack Bangla Chowk, Bihiya, Opp Union Bank of India. in Bihiya.

The EBOs solidify Godrej Appliances' already extensive network across the country and fulfils the premium product requirement of its customers even in the Tier II and Tier III cities.



With an earnest endeavour to offer a pleasant experience to its customers, the EBO will display the entire range of Godrej appliances including refrigerators, washing machines, air- conditioners, chest freezers and microwave ovens.

Speaking on the occasion of the launch, **Mr Raghunath Mishra, Zonal Business Head (East - OBJ)– 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 own exclusive showroom, we have the opportunity to showcase our entire range of best-in-class appliances at a single location. Bihiya is an important market for us and we look forward to delighting our customers and persevere to give them the best shopping experience always.”

Added **Mr. Manoj Singh**, owner of **AGORA IMPERIUM INDIA PVT LTD.**, “We are extremely delighted to have partnered with Godrej Appliances, which is a highly respected and trusted brand. We will have various attractive offers to benefit our customers. We are sure that our outlet will prove to be a great destination for the discerning customers of Bihiya through its unique offerings from Godrej Appliances.”

Consumers can now avail one-year free extended warranty on the entire product range (except for Godrej Air Conditioners and Godrej Chest Freezers), one year of product insurance and other attractive finance offers throughout the year, exclusively, at every Godrej Appliances' EBOs. There is an ongoing loan mela on the eve of the launch of our EBO wherein a Godrej Customer can avail – Zero cost EMI offer as well.

## 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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