

Godrej Appliances takes on the challenge of vaccine hesitancy, launches #LetsWinWithVaccination frame on Facebook to encourage participation in the Covid-19 vaccination drive

~This National Vaccination Day, brand aims to spread positivity and awareness around the ongoing COVID-19 vaccination drive, enables users to express their support for the vaccination drive

16th March, Mumbai: One of the key challenges the world faces in the Covid-19 vaccination drive is vaccine hesitancy on part of people. On the occasion of National Vaccination Day, Godrej Appliances, a business of Godrej & Boyce, the flagship company of the Godrej Group, created the #LetsWinWithVaccination Facebook frame to enable its wide social audience a unique way to set up their Facebook profile pictures and express support and positivity around the COVID-19 vaccination drive.

The brand also partnered with Padma Shree Presidential Awardee and Dr. B. C. Roy Presidential Awardee, Doctor Sanjeev Bagai, in an exclusive conversation to provide people with answers to the lingering questions around the ongoing covid vaccinations. Mr. Jaishankar Natarajan, Associate Vice President and Head Medical Refrigeration, Godrej Appliances, led the virtual session, wherein he posed pertinent questions on Covid-19 vaccine safety, immunity, side effects, hesitancy and many more. Dr. Sanjeev Bagai stressed the role of people at large, in the fight against the pandemic, and encouraged everyone to be a source for reliable and scientifically accurate information.

Godrej Appliances, a business of Godrej & Boyce, the flagship company of the Godrej Group, offers a range of vaccine refrigeration solutions which are currently in use at various hospitals and health centres across India, strengthening India's healthcare cold chain for safeguarding the Covid-19 vaccines. Extending the concept to the digital realm, the brand decided to reach out to potential vaccine recipients and inspire them to participate in the narrative of how the pandemic might be won over by active involvement in the vaccination drive through adoption of the specially crafted #LetsWinWithVaccination Facebook frame along with a social shout out of their support in the form of their selfies during or post vaccination



Ms. Swati Rathi, Head – Marketing, Godrej Appliances, *“We have been partnering the covid-19 vaccination drive in the country through our vaccine refrigerators and medical freezers which are safeguarding the vaccines by keeping them at the precise temperatures specified for their effectiveness. While we are supporting the drive on ground, we also understand the need for tackling vaccine hesitancy amongst the public on an urgent basis. Today being our National Vaccination Day, it seemed a good day to get started. We took a two-pronged approach, first, connecting with an expert - Padma Shree and Dr. B.C. Roy Awardee , Doctor Sanjeev Bagai, who is deeply active in the covid vaccination drive, to address many lingering questions people may have around the vaccination and secondly, launching the #LetsWinWithVaccination social campaign, which allows the audience to easily share their support for the vaccination drive with their network. As Dr. Bagai rightly said, no one is safe till everyone is safe. With this initiative, we hope to encourage more and more people to participate without hesitation, in the ongoing vaccination to help our country emerge out of this pandemic faster.”*

Link to download the Facebook frame:

www.facebook.com/profilepicframes/?selected_overlay_id=461234501589849

About Godrej Appliances: Godrej Appliances, a business unit of Godrej & Boyce, is one of the leading Home Appliances players in India. Godrej & Boyce was the first Indian Company in 1958 to manufacture Refrigerators and since then Godrej Appliances has 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'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej. Both manufacturing units of Godrej Appliances 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>



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