

## Godrej & Boyce honors Global Day of Parents in their new film #NewBreedOfParents

**Mumbai 1<sup>st</sup> June 2022:** Godrej & Boyce, the flagship company of the Godrej Group, on the occasion of Global Day of Parents, has launched a new digital film **#NewBreedOfParents**, which honors parents' commitment to nurturing, their children and pets while managing all aspect of their life in this new normal.

The musical film, with very relatable lyrics, is a tribute to the company's employees showcasing how parents are balancing their parenting roles as they transition into their pre-pandemic work life. Through the film, one can see lovely moments of employees spending quality time with their children in different roles such as being chef parents, pet parents, DIY parents, science project parents, and more.

View the film:

Insta: <https://www.instagram.com/p/CeQt55Yq97c/>

FB: [https://fb.watch/dn2Uub\\_ODy/](https://fb.watch/dn2Uub_ODy/)

Twitter: <https://twitter.com/GodrejAndBoyce/status/1531960277540937730>

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6937726859090481152>

### **About Godrej & Boyce Mfg. Co. Ltd.**

Godrej & Boyce ('G&B'), a Godrej Group company, was founded in 1897, and has contributed to India's journey of self-reliance through manufacturing. G&B patented the world's first springless lock and since then, has diversified into 14 businesses across various sectors from Security, Furniture, Aerospace to Infrastructure and Defence. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide daily. For more information, visit [www.godrej.com](http://www.godrej.com).