

## **25% expected growth in East India in FY23: Godrej Locks & Architectural Fittings and Systems**

- *The iconic brand Godrej Locks has seen over 43% growth in the East market in the last year*
  - *Aims for 1000 Cr revenue for FY 2023*
- *Current focus on expanding categories in architectural fittings introducing new innovations*

**Mumbai, July 11th 2022:** The iconic brand Godrej Locks & Architectural Fittings and Systems (GLAFS), a business unit of Godrej & Boyce, the flagship company of Godrej Group also completed 125 years this year. The Godrej brand was started with locks and today that legacy is being taken forward with focus and investments on the latest innovations in technology and design.

East India is also an important focus for the brand and aims to touch 27% revenue for the market. The company is focused on the East India regions that is West Bengal, North East, and Odisha which are the three key markets where the brand aims to enhance its presence in the growing consumer market. GLAFS has been at the forefront of revolutionizing the fundamental concept of a locking device. The brand is constantly innovating & researching, to benefit its end consumers and aims for INR 1000 crore revenue this financial year. Some of the initiatives taken in West Bengal include proactive efforts for the GLAFS products to be available in all rural (Tier 3 and 4) cities of West Bengal. As a brand, we also promote skill enhancement of sales persons of WB distributors and retailers. Last year, the brand also launched 'Godrej Vishesh Labh Club', a first-of-its-kind digital initiative that supports carpenters and contractors community across the country which helps increase earnings of local carpenters and contractors. Additionally, GLAFS also announced the 'Godrej Value Co-creators Club' (GVCC), a first-of-its-kind initiative for the Architects and Interior Designers (AID) community across India.

Now the business is focusing on expanding its range in the architectural fittings category and showcase their advanced design solutions that are customized for the Indian household. For example, the Smart Kitchen Drawers and Organizers (SKIDO), a cutting-edge line of organizers, drawers, corner solutions, under-sink solutions, and grain storage for Indian homes. SKIDO was created by taking into account the needs of Indian consumers and providing specialized solutions. The primary idea of GLAFS is futuristic design and customization.

Recently the brand announced that new products like Neu-Lift Bed Fittings and HIKIDO wardrobe fittings will be introduced in the market. These fittings stand out due to its unique design which addresses the safety aspect apart from being very easy to install. The products are developed after intense research in understanding user behavior and habits. Godrej Locks & Architectural Fittings and Systems currently enjoy a market share of approx. 50% in the organized locks

segment. India is leap-frogging in the adoption of electronic solutions to door locks and various locking applications and the company is focusing on premiumization and digital technology to drive this adoption.

Commenting on the business expansion in East India, **Mr. Shyam Motwani, Business Head, Godrej Locks & Architectural Fittings and Systems** said, “The rising consumer segment of East India has driven the focus of businesses toward capturing opportunities in the emerging market. We have witnessed premiumization trends in this market *specifically in Assam and other North East markets. In our 125th year, we are happy to announce that we not only plan to expand our business with the increased inclination towards digital locks but also in architectural fittings. Modern design and technology play a very important role for us and that is where we will be focusing our efforts across categories. We plan to cross INR 400 Crs in the category of Architectural Fittings and Systems in FY’23 and INR 1000Cr overall. Furthermore, we plan to have a growth of over two times in the next 5 years.*”

Godrej Locks currently exports to 24 countries across Asia, Africa, USA, and the Middle East. It provides locking solutions in international markets. The company expects its share from the overseas market to increase and is also planning to enter the architectural hardware and kitchen systems segment in these markets.

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#### **About Godrej Locks & Architectural Fittings and Systems:**

Godrej Locks & Architectural Fittings and Systems is a 125-year-old leading manufacturer of innovative locking devices. Since its inception in 1897 by Ardeshir Godrej, the name ‘Godrej’ has become synonymous with trust, protection and integrity. From the first Anchor branded lock in 1897 to the first ever spring less lock in 1907, to the iconic 'Nav-Tal' in 1954, and to the postmodern biometric locks, Godrej has set every benchmark in the locks industry. Over the years, Godrej Locks & Architectural Hardware and Fittings have changed in form, function and scope of application. But one thing still remains the same – the solid stamp of trust and reliability. Godrej Locks & Architectural Fittings and Systems adhere to global quality norms and hold ISO 9001, ISO 14001 and OHSAS 18001 certifications.

Beyond Locking Solutions, the brand also caters to Architectural Fittings and Systems, creating innovative, premium, comprehensive hardware solutions. The range which consists of door, furniture and glass fittings has been designed to fit perfectly into today’s hi-tech residential and commercial establishments. Most products cater to needs for safety, privacy, fire & smoke checks

and energy saving with ease. These devices meet international quality standards like UL Rating, EN Rating, CE Certification and fire-rated.

The Kitchen Fittings by Godrej Locks & Architectural Fittings and Systems includes SKIDO, i.e. Smart Kitchen Drawers & Organisers - an innovative range of smart kitchen storage solutions, designed in India to meet the unique requirements of the Indian kitchen. The Godrej Cartini range of knives- showcase cutting-edge design, a fine quality blade and the highest level of durability. These premium kitchen and hobby equipment range are also made in India, to suit home and professional needs. The brand has come a long way in delivering world-class smart locking solutions. For more information, please log on to <https://www.godrej.com/godrej-locking-solutions-and-systems>.

Godrej Locks is a business unit of Godrej & Boyce Mfg. Co. Ltd