

Godrej Locks Exhibits Innovative Product Range at ACETECH

- Introduces SKIDO, NeuLift Bed Fittings and HIKIDO wardrobe fittings in the space of Architectural Fittings and Systems
 - Aims to grow 2X in next five years

Mumbai, 10 November 2022: Godrej Locks & Architectural Fittings and Systems (GLAFS), a business unit of Godrej & Boyce, the flagship company of Godrej Group, is celebrating their 125th years=. The iconic brand is exhibiting its thoughtfully crafted, innovative range of kitchen drawers and organisers (SKIDO), NeuLift Bed Fittings and HIKIDO wardrobe fittings, along with its advance range of Digital Locks at the ACETECH exhibition held in Mumbai.

The Brand has been at the forefront of revolutionizing the fundamental concept of a locking mechanism and it is continuing to build on that tradition today by investing in and focusing on technological and aesthetic advancements. GLAFS currently enjoys a market share of approx. 50% in the organized locks segment. Furthermore, GLAFS aims to be among the top three brands in the architectural fittings segment by introducing advance design solutions tailored for the Indian household.

Mr. Shyam Motwani, Business Head, Godrej Locks & Architectural Fittings and Systems, said, “Godrej Locks believes in constant innovation, delivered through thoughtful, technologically advanced solutions to our customers. As a legacy brand and a market leader, customer-centric product design is at the core of our process, creating great opportunities for market expansion. We are pleased to announce that we are focusing on our architectural fittings vertical in addition to launching and innovating our digital locks range. Across categories, we are integrating modern design and top-tier technology to deliver the best products that customers have grown to trust and love over the years.”

Aligned with the company's motto to ensure product innovation and technological advancement for safety, the brand offers a range of Digital Door Locks such as Spacetek Pro, Catus Touch, Advantis which are not just technologically superior with high style quotient, but also offer great value for money. 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.

Godrej Kitchen Systems has pioneered advanced design solutions that offer effortless functionality and productivity to every kitchen. Keeping in mind the elaborate and diverse range of utensils used in Indian cooking, Godrej Kitchen Systems has launched a revolutionary range of kitchen storage solutions called SKIDO (Smart Kitchen Drawers and Organisers). This includes a range of drawers, organisers, corner solutions, undersink solutions, and grain storage that cater to the unique requirements of the Indian kitchen and home maker.

The complete range of products is available in all major cities across the country.

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