

Godrej Material Handling strengthens its product portfolio in Telangana; aims 30% revenue in the region

~ Showcasing the technology of its recently launched Material Handling products, the business expects to improve supply chain efficiency.

Mumbai, 2nd September 2022: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Material Handling has projected 15% business growth in Telangana. The business showcased its recently launched forklift trucks including 3 Wheel Bravo Electric Forklift and Godrej PRO Series Reach Truck for the first time in Hyderabad.

The city's E-commerce, retail, and pharma companies are key drivers of the warehousing demand in Hyderabad. The retail and e-commerce companies either prefer to manage their own operations or outsource their logistics and warehousing operations to third-party logistics (3PL) players and equipment rental providers. This has led to increase in demand of battery-operated equipment which can work in narrow aisles and can stack vertically up to 12m. Thus, the demand of these equipment has increased in the state. With technologically advanced innovations, Godrej Material Handling aims to achieve 30% of revenue in FY23 with an aspiration to achieve 50% of revenue in next 3 years.

In the warehouse equipment category, there has been a discernible shift toward equipment with cleaner, greener, and smarter technologies. Aligned with the company's motto to contribute toward India's self-reliance, the two recently launched forklift trucks exhibited by Godrej Material Handling in Hyderabad have been indigenously designed to be workhorse to increase throughput. The Bravo Electric Series has twin motor technology and is a modern equipment that drives productivity in demanding applications and narrow spaces with its easier-to-operate machinery that is also safer for the environment. The Godrej PRO Series Reach Truck has capability to work two shifts with single higher capacity battery and thus ensures increase in safety at workplace.

Anil Lingayat, Executive Vice President & Business Head, Godrej Material Handling said, *"Godrej & Boyce believes in an Atmanirbhar Bharat, and so home-grown manufacturing is vital to the company's operations. Godrej Material Handling has pioneered several innovations in India, making it the sole Indian manufacturer of material handling equipment and the largest manufacturer and exporter of forklift trucks and solutions in the country. Furthermore, in order to expedite India's expansion as a manufacturing hub, we had recently launched two revolutionary material handling equipment solutions to boost supply chain operations. With our recent exhibition of the machinery in Hyderabad, we hope to address the market demand in the city by manufacturing equipment and offering rental solutions."*

Godrej Material Handling is the only Indian player to offer wet disc brakes that are present in Bravo Electric Forklift series. They are the most advanced and safe braking systems with lesser braking effort resulting in shorter stopping distance ensuring workplace safety. This advanced piece of machinery is easier to operate, safer for the environment and moves quietly across

the workspace. Godrej PRO Series Reach Truck can lift up to 12 metres and its new frame design & best-in-class turning performance enables the PRO Reach Trucks to work in aisles as narrow as 2.6 metres.

About Godrej & Boyce

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, and Aerospace to Infrastructure and Defense. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide daily.

For more information visit www.godrej.com.