

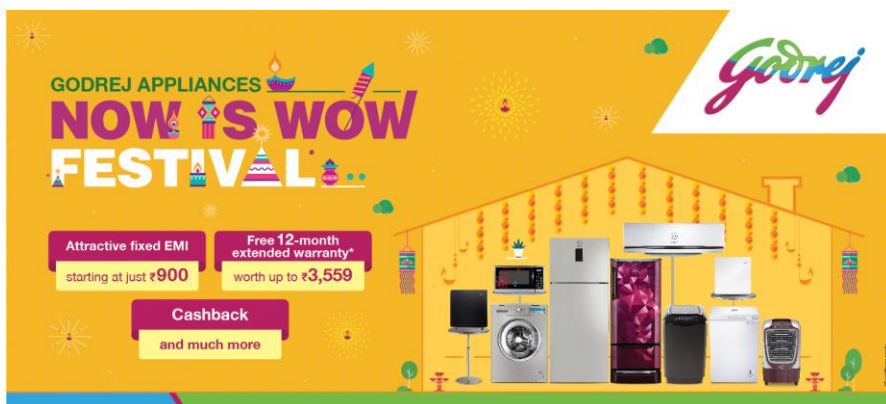
Godrej launches 'NOW is WOW' FESTIVAL - with thoughtfully designed offers this festive season

~ Targets 15% growth this festive season despite pandemic.

~ Offers Fixed EMI starting at INR 900, 1-year Free extended warranty worth up to INR 3559, Cashback up to INR 6000 and many other options to choose from.

Mumbai, 5th October 2020: Godrej Appliances launches its 'NOW IS WOW' FESTIVAL with a basket of thoughtfully designed lucrative offers for its customers – to add much-needed cheer to this festive season. The brand realized that savings matter a lot more to consumers currently, and so does retaining liquidity in their hands. With enhanced focus on providing financial flexibility to consumers, the brand has worked out a spectrum of lucrative festive offers such as fixed EMI starting at just INR 900, extended warranties, cash backs, Interest-Free EMI options, zero down payment schemes, discounts and exchange offers on its wide range of eco-friendly & technologically advanced appliances. This is to provide Godrej consumers with an opportunity to upgrade his/her home this festive season without worrying about savings and enjoying the product benefits for years to come.

In spite of COVID -19 related lockdowns in the country, the brand has kept up its impetus on offering consumers the latest in technology by launching a series of products throughout this year. The brand has introduced new models in the segments of Frost-Free and Direct Cool refrigerators, Semi-Automatic and Fully Automatic washing machines, apart from the UVC based disinfecting device Godrej Virosshield so that consumers take no chances against COVID-19. For this entire year, the brand has planned to introduce 132 new SKUs major of them during the upcoming festive season.



In addition to the new products launches, Godrej is also providing a stimulus during the upcoming celebrations through a basket of festive offers comprising the most attractive Fixed EMI scheme starting just INR 900, Free extended warranty worth up to INR 3559, Cashback up to INR 6000 (with select bank partners), up to INR 10,000 off on MRP, Interest-Free EMI on all leading credit / select debit cards, exciting finance schemes like 8/0, 10/2, 12/4 and many more on select models at select stores.

The brand is also offering a 5-year extended warranty on all Godrej Air Conditioners with Copper Condenser to ensure a problem-free usage after purchase. That's not all. On the purchase of select models of Godrej Air Conditioners, consumers can avail subsidized installation charges, starting at INR 399 + Taxes and also attractive exchange offers.

The offers are valid from 1st October to 20th November 2020 on select models of Refrigerators, Air Conditioners, Washing Machines, Microwave Oven, Chest Freezers and Air Coolers. To avail the exclusive extended warranty

offer, Godrej consumers will have to register on the official website of www.godrejsmartcare.com or call on Toll-free 1800 209 5511, within 7 days of purchasing a Godrej Appliance.

Talking about the offers, **Mr. Kamal Nandi – Business Head and Executive Vice President – Godrej Appliances**, said, “Traditionally, the Indian customer makes many of his/her big-ticket purchases - from gold to appliances during the festive season. Due to the current pandemic, consumers have appreciated the value appliances add to their lives – they are seeking a substitute to domestic help for cooking and cleaning, looking for comfort and convenience at home with the adoption of ‘work from home’ format and for the overall health, hygiene & safety of their family from the coronavirus. And while appliances can help in all these, the purchase has to be backed up by viable financial flexibility to the customers in these economically troubled times so that he/she can take home the appliance of his/ her choice worry-free. We have therefore put together a plethora of offers over and above some great new products - this truly is going to be a great time to buy an appliance and that’s why we are calling this the NOW IS WOW Festival! This is a small endeavor on our part to make the upcoming festive season a little brighter for our customers across India. We are already seeing encouraging signs of demand revival. After normal monsoon boosting agricultural output in rural markets and several firms reversing pay-cuts in urban areas, we expect the demand to propel and sustain over the next couple of months.”

Mr. Sanjeev Jain, National Sales Head, Godrej Appliances, added, "At Godrej Appliances, we strive to deliver best-in-class solutions that are designed thoughtfully to meet our customers’ needs and expectations. Our constant endeavor has been to brighten the lives of our customers through exciting new products and offers, year after year. We are upbeat about the forthcoming festive season despite the pandemic and we expect to achieve a growth of 15% this festive season, backed by a string of launches across the categories that we are present in as well as our entry into newer spaces. We have ramped up our production to meet the burgeoning demand and are geared up for it with the ‘NOW is WOW’ FESTIVAL. In putting all this together, we have ensured customer safety is not compromised and are taking the contactless purchase efforts further ahead. From being the first to put out a structured video selling program in the country to enabling our extended network to offer contactless cataloging and transaction facilities to consumers to now putting forth QR code enabled 360-degree product visualization and demo for our products – we are trying out all levers to give consumers a safe and delightful appliance buying experience. "

Godrej Appliances has always put in relentless efforts in providing the most delightful product experience and problem-free usage, backed by a robust Godrej SmartCare service promise. Being one of the widest service networks with over 660 service centers, Godrej SmartCare deploys more than 4500 app-enabled Smart Buddy technicians, runs over 180 Smart Mobile Vans and has a 24 x 7 call center with linguistic capability of 14 regional languages to cater to India’s diversity. Godrej SmartCare was rated No.1 in after-sales service twice in a row, in a large-scale independent consumer survey (2018, 2019).

About Godrej Appliances

Godrej Appliances, a business unit of the highly diversified Godrej & Boyce Mfg. Co. Ltd. is one of the leading Home Appliances players in India. Godrej was the first Indian Company in 1958 to manufacture Refrigerators and has since then, 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'/ ‘Soch Ke Banaya Hai’.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej Appliances. Both manufacturing units of Godrej Appliances' - in Maharashtra and Punjab, became the first in the country to win the coveted Platinum Plus Green Co certification for its 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>



For further information contact:

Nalini Kala nalini@godrej.com

Kapil Kulkarni kapil.kulkarni@adfactorspr.com