

## Godrej Locks Aims for 22% Business Growth From The Hospitality Sector By FY27

***Mumbai, 03 September, 2022:*** Godrej Locks & Architectural Fittings and Systems (GLAFS) for the last 25+ years has played a significant role in the hospitality industry with innovations designed specially for the future needs of the digital world.

The legacy brand and business unit of Godrej & Boyce, the flagship company of the Godrej Group, offers more than 100 products in the hospitality sector catering to the global markets.

The hospitality sector has seen significant growth and due to the pandemic there is an uptick in tech-enabled solutions for safety. For example, the connected locks which are cloud based.

Prioritizing safety and privacy, GLAFS facilitate hotels to maximise safety measures with over 10 solutions all equipped with cutting-edge technology.

GLAFS has been reaching out to more cities especially from Tier 2 & Tier 3 which is where most of the enquiries of digital locks are coming from.

**Mr. Shyam Motwani, Business Head, Godrej Locks & Architectural Fittings and Systems, says,** “Hospitality sector has been crucial to our B2B business as a brand and we have had the privilege to work with some of the leaders in this sector. Some of the trends that we have noticed when it comes to safety & locking solutions is the need for connected locks. Most of the enquiries come from pilgrimage and corporate guest house.

We expect to enhance our business revenue through a 20% contribution from this sector by FY27. Our solutions are designed with a clear understanding of the industry and consumer/user needs and expectations - like the hotel design since each property is unique, products like Catus have been successful in the sector. We are planning to integrate the system we use in our locks with a variety of property management software.”

Godrej Locks & Architectural Fittings and Systems, is ready for the upcoming boom, driven by a large rise in demand for smart locks in hospitality industry. Along with dependability and safety, aesthetics also improve the experience for the guests. For hospitality sector, Godrej locks’ product portfolio includes a range of digital locks such as Catus, Magna, Orion and Omega where all these locks acts like an energy saving device and a card holder too.”

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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