

Godrej Security Solutions to ramp up its digital presence and ecommerce sales for festive season and beyond; aims at 50% growth through online sales in the next three years

- *The company has reported 30% increase in monthly active customers on its shop site as well as 30% increase on marketplaces.*
- *Overall, monthly online transactions have grown by 42% over last year.*
- *Plans to expand its reach and ensure availability of its products in every corner of the country, by empaneling channel partners in 100 Tier 3 and Tier 4 towns.*

Mumbai, September 15 2021: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business **Godrej Security Solutions** has reported 30% increase in monthly active customers on its shop site as well as 30% increase on marketplaces. This has led to a growth in monthly online transactions by 42% over last year. The Company is aiming at 50% growth through online sales in the next three years.

As consumer behavior shifted during the pandemic, Godrej Security Solutions continued to invest in its digital channels. The Company is now working on building an ecosystem and developing an application through which customers will have access and control over their security devices on their smartphones, along with an after-sales customer support module. It will continue boosting its digital presence and accelerating its digital strategy in the next three years to capture new opportunities and digital customer segments.

With the trend towards digital commerce expected to continue, the Company will continue to leverage its 'Phygital' model in the post-pandemic environment. It plans to expand its reach and ensure availability of its products in every corner of the country, by empaneling channel partners in 100 Tier 3 and Tier 4 towns.

During the second wave of the pandemic in the country, the Company witnessed an approximate 30% surge in its monthly online sales. As customers navigated through these uncertain times, products in the home lockers category were top sellers for the business, followed by video door phones and home cameras. A recent study called the 'Cocoon Effect on Home and Health Security' by Godrej Security Solutions highlights that India's 'security deficit' is now undergoing a stark change, as consumers are taking serious responsibility of their home and health security.

Mehernosh Pithawalla, Vice President, Godrej Security Solutions, said *"The outbreak of the pandemic forced businesses to reevaluate how to deliver relevant customer experiences and amplify digital channels to support business continuity during the crisis and beyond. Digital channels are now twice as important as they were before. Taking cognizance of the significant change in consumer behavior we have witnessed in the last year, we at Godrej Security Solutions, are already working towards blending our approach to deliver a complete omni-channel experience to our customers, by increasing our penetration through various online and offline channels."*

Godrej Security Solutions has collaborated with over 35 well-known brands across categories such as hospitality, travel, banking, to offer discounts of up to 10% on the brand's shop site. These alliances have helped in further strengthening the online brand's online footprint.

About Godrej Security Solutions:

Godrej Security Solutions is a division of Godrej & Boyce Mfg. Co. Ltd and part of the USD 4.1 billion Godrej Group. A pioneer and leader in the business, Godrej Security Solutions Division is the largest manufacturer and marketer of Security Solutions in India. It is the largest supplier of security solutions to several prestigious banking, corporate and public institutions. For the first time in the category and the industry, Godrej Security Solutions Division has been awarded the Superbrand status. It has also won the "Most Preferred brand" award in the Home Segment. The Division currently exports its products to over 45 countries including Middle East Asia, South East Asia, Far East Asia, East Africa, the US, Europe and the SAARC Countries.

For further information, please visit <https://www.godrej.com/godrej-security-solutions>

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