

## Get inspired with stories of innovation and service to the nation with Godrej's 'Back to the Future' virtual tour

*Godrej & Boyce makes available Godrej Archives' exhibition titled 'Back to the Future' virtually on its 125th foundation year*

**National, June 9<sup>th</sup>, 2022:** Continuing the celebrations for 125<sup>th</sup> year of the Godrej Group, Godrej & Boyce, the flagship company of the Godrej Group, recently launched a virtual tour of Godrej Archives' exhibition titled 'Back to the Future'. On the occasion of International Archives Week, the company has launched the virtual tour with an aim to provide better access to this physical exhibition on their Vikhroli campus showcasing the Group's archival material to its over 1 billion consumers, researchers, scholars and history buffs.

The thoughtfully curated virtual tour will systematically take the visitors through the story of the Godrej Group, right from its inception to history in the making. Designed and developed by Godrej & Boyce and executed in collaboration with technology partner AutoVRse, the company's business archives have deployed new-age technologies like **AI**, **IoT**, **AR** and **VR** to provide an interactive, unique and realistic experience of the Godrej heritage.

The 'Back to the Future' virtual tour of the Godrej Archives showcases stories of courage and innovation, enterprise and humanity that shine a light on the illustrious corporate past of the Godrej Group and its service to the nation. One can listen to select oral histories that have been documented by Godrej Archives, including those of employees, factory workers, security & cafeteria people, Udayachal school staff, Godrej dealers & agents around the country, Branch officials, and others. Key milestones and moments of eureka have also been beautifully put together. Some of the highlights of the tour are the AR versions of iconic innovations like the first indigenous typewriter, India's first ballot box, and the patented Godrej lock.

On the launch of the 'Back to the Future' virtual tour, **Vrunda Pathare, Chief Archivist at Godrej Archives** said, "With Godrej celebrating its 125th anniversary, it was essential to communicate the company's history, vision, values and its contribution to the nation building in a manner that audiences could relate with. It is essential to understand the past in order to imagine the future. We believe, the Virtual Tour is an exceptionally effective way for active learning about Godrej & Boyce that creates a strong identity, essential for success for generations to come. The Virtual Tour democratizes history and makes it accessible to everyone, especially those who find it logistically tough to visit the permanent exhibit. The use of technology has certainly brought our heritage to life and enabled the public to seamlessly engage with it and feel endeared to the brand."

Experience the Godrej Archives virtual tour here - <https://archives.godrej.com/virtualtour/>

The Godrej Archives collects, preserves, and manages records covering 125 years of the company's history. The idea was mooted in 1997, the group's centenary year, by Mr. Sohrab Godrej, former Chairman of the Godrej group, who had over the years, taken up the task of collecting relevant documents and photographs. Since then, Archives has been recording the history of Godrej – its products, manufacturing facilities, and people – and making it available for research.

**About Godrej & Boyce Mfg. Co. Ltd.**

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, Aerospace to Infrastructure and Defence. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide daily. For more information, visit [www.godrej.com](http://www.godrej.com).