

**This festive season, upgrade your home safety and architecture with ‘Godrej Festival Sure-Win Offer’; Get assured cashback on every purchase of a Godrej Locks & Architectural fittings product**

- *Offers can be availed by all customers purchasing any Godrej Locks & Architectural Fittings and Systems (GLAFS) products from authorized Godrej retailers*
- *The Company forecasts 20% business growth this festive season*

**Mumbai, September 27, 2021:** Godrej & Boyce, the flagship company of the Godrej Group, announced that its business unit **Godrej Locks & Architectural Fittings and Systems (GLAFS)** has announced an exciting festive season offer on its product range. In a bid to brighten up the upcoming festivals such as Navratri, Durga Puja, Dussehra and Diwali, the company has come up with an all-in-one scheme. With the **Godrej Festival Sure-Win Offer**, customers stand a chance to win a guaranteed cashback on purchasing any Godrej Locks & Architectural fittings product with a minimum bill value of INR 2000 in one single GST invoice. Customers will receive the cashback via PayTM/ Amazon Pay/ UPI. The offer will run from September 30 till November 2, 2021 across the country.

As part of the offer, Godrej Locks has introduced a range of slabs for consumers to provide different cashback amounts. Products worth INR 10,000 and above will get a guaranteed cashback of INR 1000, those in the range of INR 7501 to INR 10,000 will receive a cashback of INR 500, a cashback of INR 300 for buying products prices between INR 5001 to INR 7500, and INR 150 for purchases between INR 2000 and INR 5000. These offers can be availed by all customers purchasing any GLAFS products from authorized Godrej retailers. Through this offer, the brand aims to gratify users across India during this festive season. It also intends on driving awareness about its latest and most-advanced offerings.

Commenting on the offer, **Shyam Motwani, EVP and Business Head, Godrej Locks & Architectural Fittings and Systems**, said, *“At Godrej Locks, our constant endeavor has been to delight customers through best-in-class solutions designed carefully to meet their constantly evolving needs. We are expecting about 4500 customers to participate in the scheme this year, double of what we saw last year, and anticipate a 20% growth through our festive sales. In 2020, we witnessed maximum traction for Kitchen Fittings and this year, we foresee multiple categories to gain traction. Through our festive initiative, our objective is to ensure that our customers are*

*able to avail of the best of safety & architectural solutions and are gratified simultaneously. This time of the year, customers upgrade their homes and spend quality time with their families. With the exciting offers by Godrej Locks & Architectural Fittings and Systems, we are confident of adding value to our patrons throughout the country.”*

With Covid-19 related restrictions having eased, consumers have gradually begun spending once again, thereby boosting demand. The overall sentiment towards the festive season looks quite positive among consumers across metro cities, tier 2 and tier 3 towns. Godrej Locks has a variety of offerings, from the timeless Nav-Tal padlock, it has evolved to provide high-end holistic mechanical & digital safety solutions that today safeguard millions of homes and offices. This includes rim locks, furniture locks, cylindrical locks, mortise locks and digital locks.

The Company manufactures a wide range of digital locks called Spacetek and Advantis, which have superior fingerprint technology and also an RFID feature. Godrej Locks also offers a catalogue of architectural and kitchen fitting products including door closers, floor springs, essential glass fittings, smart kitchen drawers and organisers, corner solutions, etc. Customers can choose from a variety of products and get amazing deals while doing up their homes this festive season.

## **About Godrej Locks**

[Godrej Locks](#) is a 123-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 'Navtal' in 1954, and to the postmodern biometric locks, Godrej has set every benchmark in the locks industry. Over the years, Godrej Locks 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 adhere to global quality norms and hold ISO 9001, ISO 14001 and OHSAS 18001 certifications.

With their locks reaching several countries around the world over a period of time, the brand has come a long way in delivering world-class smart locking solutions, therefore revolutionizing the very perception of a locking device from a mere functionality at an entry and exit point, to a proud pause at the doorstep, a moment to take in the significance of how far they have come. For more information, please log on to [www.godrejlocks.com](http://www.godrejlocks.com)

Godrej Locks is a business unit of [Godrej & Boyce Mfg. Co. Ltd](#)

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