

Godrej Locks celebrates the New Year with ‘Luck By Chance Hungama’ an exciting offer for end consumers

Consumers can stand to win prizes worth up to Rs. 50 Lakhs including the Godrej Spacetek Pro digital door lock, Apple iPads, Lenovo laptops, Redmi smartphones, and more.

Mumbai, January 17, 2022: Ringing in the New Year, Godrej & Boyce, the flagship company of the Godrej Group, through **Godrej Locks & Architectural Fittings and Systems (GLAFS)** has introduced the ‘**Luck By Chance Hungama**’. As a part of this, the brand is offering customers the chance to participate in an exciting lucky draw to win exciting gifts. In order to take part in the draw, customers will need to purchase select products from the Godrej Locks range between 1st-31st January and only require a minimum purchase of INR 750 to participate.

Customers who are eligible for the lucky draw stand to win prizes up to INR 50 Lakhs as a part of this scheme. The prizes include the new Godrej Spacetek Pro digital door lock, Lenovo Laptops, Apple iPads, Bose wireless speakers, Redmi Smartphones, as well as Canon colour printers. Following the purchase, to participate in this scheme the customers will need to give a missed call to 72630 30004. Once done, they will receive a link via SMS with a form to be submitted.

The company is promoting this campaign through electronic media like TV, OTT platforms and digital options along with strategic use of print in some markets. To this extent, they have roped in nine influencers to promote the lucky draw across India.

Shyam Motwani, EVP and Business Head, Godrej Locks & Architectural Fittings and Systems, said *“Consumers today have and want a more open relationship with brands, and this works the other way round as well. The way we engage with them on multiple platforms ultimately results in a level of brand loyalty that we continue to cherish. India loves to celebrate festivals and expects discounts, offers and more and we knew that New Year was also just as important a moment. We wanted to give our consumers a chance to celebrate as they start 2022. This ‘Luck by Chance Hungama’ is meant to not only show great value but we hope to create that ‘hungama’ and joy by giving people a chance to win prizes that are worth up to Rs 50 lakhs! Our last activity had shown us over 5000 people participating and this time we hope for much more. It’s an important promotion for us and hence we even decided to promote this on TV to ensure we reach*

mass audiences. This is our way of giving back and also stressing our ultimate goal which is advocating the need for home safety devices.”

About Godrej Locks

Godrej Locks is a 124-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

Godrej Locks is a business unit of Godrej & Boyce Mfg. Co. Ltd