

Godrej Security Solutions launches its first experiential store in Kolkata

Kolkata, 21st September 2022: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business **Godrej Security Solutions**, launched its first exclusive experiential store in Kolkata. Located at Dhakuria, the store is spread across 150 (Sq. ft). The experience centres are part of the brand's retail strategy, which aims to provide an immersive brand experience that includes consultation and solutions tailored to an individual's specific needs.

The store has 3 consultants and a range of products with the latest technology to cater to the needs of individuals. This centre is located in Dhakuria, Kolkata and is part of the brand's commitment to the Indian market as customer-centricity is at the centre of its strategy. With the company having been the pioneer of the security solutions market in the country over the years, this interactive store is a dedicated venue where the entire spectrum of Godrej Security Solutions products are showcased in full splendour. This includes all of their popular, bestsellers, specialist products, and latest innovations. Consumers can also access a range of solutions and get a hands-on experience across numerous application categories pertaining to Homes, Offices, and Industries in the store. Godrej Security Solutions provides the widest after sale service network. The Company will also exercise delivering a personalised experience by offering consultations across the company's numerous products and solutions.

Although there has been a substantial change in consumer behaviour, consumers still prefer to experience products before investing. This exclusive interactive store will enable them to experience the craftsmanship of cutting-edge offerings by Godrej Security Solutions.

Commenting on the experiential store launch, **Mr Pushkar Gokhale, Business Head, Godrej Security Solutions**, said, *"Kolkata is a lively metro and remains our most important market in the east region. Its residents know the importance to focus on physical as well as network home security because of the rising crime rates. Godrej Security Solutions aims to provide an unparalleled experience by offering our customers and retailers the opportunity to physically feel our products. We will continue investing in expanding Godrej Security Solutions across the country, as the offline market has emerged to be a crucial channel for our go-to-market strategy. Given that consumer appetite is resuming to normalcy, we are optimistic that this store will positively contribute to our revenue bucket."*

As per the recent survey conducted by Godrej Security Solutions '**Decoding Safe and Sound: in the Indian Context**', which is based on three key contexts: Health wellbeing, property security and technology safety; it was observed that with the pandemic easing out and people moving out of their homes, it was shocking to know that only **18 % of the Kolkata respondents associated Safe and Sound to their property and possessions**. The focus on health wellbeing was re-emphasized when **28% of Kolkata respondents said that they were most likely to opt for contactless options** even while looking at home security solutions. Godrej Security Solutions has in the past two years introduced a range of contactless security solutions. The category has seen a 20% Y-o-Y growth in sales. The study also revealed that men were more disposed to opting for contactless solutions than women.

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.