

Godrej & Boyce brands launch novel AR filters to drive digital delight during Diwali

Mumbai, 18th November 2020: Godrej & Boyce, the flagship company of the Godrej Group, launched a variety of Augmented Reality (AR) filters on social media to give their consumers and followers a novel way to engage with family and friends and make 'socially-distant' Diwali cheerful and interactive.

With the pandemic resulting in an increase in usage of smartphones and online platforms as has been an estimated 87% increase in the consumption of social media during the pandemic and the subsequent lockdowns.

In line with these trends, Godrej & Boyce, using its various consumer brands, has launched various AR filters on its Instagram and Facebook pages. Godrej Security Solutions, Godrej Appliances, Godrej Interio and Godrej Archives are all participating in this technology-led program to spread the warm festive cheer and better engage with their audiences.

Nyrika Holkar, Executive Director Godrej & Boyce said, *"At Godrej & Boyce, customer experience is of paramount importance and we believe these digital initiatives bring us closer to our consumers as they increase engagement. For the varied audiences that engage with our brands on social platforms, such social innovations go a long way to strengthen bonds between brands and consumers..."*

Mehernosh Pithawalla, Head – Brand & Strategic Insights, Godrej & Boyce added by saying, *"Millennials and younger consumers are actively seeking out newer and novel ways to engage with brands that are also meaningful. The AR filters are the first of many such initiatives, which we hope will deliver delight to our consumers."*

To view the brands and their various filters click on the below links:

Godrej Security Solutions: The AR filter from Godrej Security Solutions is designed to give the users a glimpse of how easy and important it is to sanitize their essentials in the Godrej UV case. This festive season, Godrej Security Solutions urges all users to sanitize their essentials using the UV case, and make their celebrations #SafeToCelebrate.

Facebook Link: <https://www.facebook.com/fbcameraeffects/tryit/817950112299022/>

Instagram Link: <https://www.instagram.com/ar/817950112299022/>

Godrej Appliances: Even as the pandemic situation has constrained face to face visits and joint celebrations, Diwali remains a joyous occasion entailing a celebration of our traditions, as a community. This technology-enabled rangoli is a small gesture from Godrej Appliances

to usher in the Diwali celebrations and help our audience share the festive spirit with their loved ones.

Facebook Link: <https://www.facebook.com/fbcameraeffects/tryit/575775726563087/>

Instagram Link: <https://www.instagram.com/ar/575775726563087/>

Godrej Interio: In line with Godrej Interio's brand philosophy of "Make Space For Life" the filter aims to strengthen the association of the brand in the context of spending quality time with loved ones. This becomes even more important as we continue to spend more time at home than ever, and furniture seems to play an integral part during this journey. While audiences share their "Diwali Moments" with us, this filter becomes an integral part of that memory and will tend to have a higher brand recall.

Facebook Link: <https://www.facebook.com/fbcameraeffects/tryit/804659710321757/>

Instagram Link: <https://www.instagram.com/ar/804659710321757/>

Godrej Archives: This Diwali, by using an AR filter, Godrej Archives is bringing alive the memories of the past Diwali celebrations at Godrej since the 1960s. The audience can immerse themselves in these pictures and create their own posts and stories out of it.

Facebook Link: <https://www.facebook.com/fbcameraeffects/tryit/2937230259907736/>

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