



Celebrate Onam with Godrej Appliances' Mega Consumer Offer *Gold coins worth 2Kgs to be won with Godrej Appliances*

Kochi, July 23rd, 2010: Godrej Appliances, a leading manufacturer in the appliance industry, today announced its festive offer as it joins the Onam celebrations in Kerala. Riding high on its success in the state, the Company announced its Onam offer by encouraging its customers to celebrate the festival with gold or an exciting assured gift from Godrej.

Like always, Godrej wants its customers to get the most value from their festive shopping too! That is why, on every purchase of a Godrej Washing Machine, Refrigerator, Air-Conditioner, Micro wave oven or Television, **a customer can win Gold coins upto 50 gms or a non stick Appa Chatti**. Appa Chatti would be a very useful utensil to the consumers. These gifts, specially selected by Godrej, are ideal accompaniments for Onam celebrations. **This offer is valid till 3rd September, 2010.**

According to **Mr. Kamal Nandi, Vice President, Sales & Marketing**, Godrej Appliances, “*We would like to thank the people of Kerala for their continuous support throughout the year and Onam is an opportune time for us to show our appreciation. Kerala is a very important market for us, as the brand ‘Godrej’ enjoys a huge equity amongst its people and we believe our offerings this season will further build our bond with the Consumers of Kerala .*”

Godrej is expecting a growth of over 50% over last year in the market. The recent launch of its colour Televisions in Kerala, which is doing very well, will further help the brand to achieve higher volumes. Apart from that, there have been a series of new launches in Frost Free segment, Split AC segment, Microwaves and Washing machine segment which would add up to the excitement this Onam

The Onam scheme for consumers would be promoted aggressively with intensive media and below the line activities for which a complete 360 degree promotional plan is in place.

About Godrej & Boyce Mfg Ltd:

The Godrej Group is one of the largest players of Home Appliances in India and has always delighted the consumer with relevant technology in a wide range of efficient products. In 1958, Godrej was the First Indian Company to manufacture Refrigerators and has become synonymous with the category. Godrej pioneered the launch of Polyurethane Foam (PUF) which became the new benchmark for the refrigerator industry. In the last 1 year, Godrej has introduced more than 100 new products across various categories- Refrigerators, Air conditioners, Microwave Ovens, Washing Machines and Televisions. With new innovative technologies like Silver Shower technology in refrigerators, i-Sense and EM5 in Air conditioners, HDP in LED Televisions, Insta-Cook in Microwave Ovens, DAC+ in Washing Machines etc, Godrej is redefining the technology space in Indian Appliances and Electronics context.

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