



Save Water... Save Power... Save Time...

Godrej Appliances Enters Front Loading Washing Machine Segment

Launches Two New Variants of Godrej Eon Front Loading Washing Machines

Mumbai, 30th May, 2010: In line of its belief of environment care, Godrej has been introducing products that are greener and energy efficient. Carrying on the tradition further, Godrej launched its premium Front load washing machine that not only save power but are also efficient in terms of water conservation. Apart from that this our washing machines have a feature that helps reduce the washing time significantly as compared to some other front loading washing machines

Keeping this unattended need of the consumers in mind, Godrej Appliances has launched Godrej Eon Enchant and Allure Series of Front Loading washing machines, entering the Front Load segment for the first time.

Launched under Godrej Eon branding, these two new variants - Enchant and Allure front loading machines are efficient, quick and trendy. Designed to be perfectly in sync with the urban lifestyle, these front loading washing machines have high-tech efficiency that not only saves time and water with just a push of a button, these machines also dry clothes quickly and effectively.

Says Mr. George Menezes, COO, Godrej Appliances, *“Godrej has always strived to understand the needs of the urban Indian and has designed home appliances with relevant technology, a clear indication of the brand’s technological edge in the consumer durable space. Front Loading washing machines are the fastest growing segment in the category and with this Launch , we are sure that we will make a significant mark in the segment. Our Front loading washing machines not only come with latest technology but are also environment friendly, in line with our company’s ethos, since they save both water and power as compared to some other front loading washing machines.”*

The key features and benefits of Godrej Eon Range of Front Loading Washing Machines are:

- Saves Water through the **‘Aqua Minimizer Feature’**, thus consuming up to 58% less water as compared to certain other Front loading washing machines and about 68% lesser amount of water as compared to conventional Top loading washing machines
- Saves Power through the **‘Eco- Logic Feature’**. Unlike other washing machines, the Godrej Eon Front Loading range instantly recognizes a half-load of laundry and

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automatically decreases energy consumption by upto 50%. It also reduces water and time consumption drastically.

- The Enchant Series is rated **A+ on Energy Efficiency Rating**. It scores highly on power efficiency with a high A+ energy rating as per European Standards
- **'Eco Wash Feature'** : For a laundry load that is only slightly soiled, the Godrej Eon front loading range of washing machines adjusts accordingly so as to consume considerably less energy and time. Less energy consumption means more savings on energy bills.

The Godrej Eon Range of Front Loading washing machines are also equipped with a time saving feature called **'Speed-o-Wash'**, designed especially for those in a hurry. With this special feature, one can save on time, especially in the longest wash cycle and still get a perfect wash. Godrej Eon Front loading range takes upto 43% lesser time compared to some other front loading machines. Its **Quick 30** application completes the entire cycle i.e. wash, rinse and spin in 30 minutes, leaving the consumer free to spend more time with family.

This range of front loading washing machines also comes with the **Dry-Perfect Feature** with hydro saving efficiency to ensure better drying for all laundry load. It dries clothes upto 22% better than some other front loading machines. The other features that are available in Godrej Eon Front Loading machines are - *Special Silk Saree Program, Hand Wash Program, Easy Ironing, Complete Electronic Controls, Rinse Hold, Delay Start, Fuzzy Logic, etc.*

The Godrej Eon Range of Front Loading washing machines are available at **Rs 21,990 and Rs. 28,990 for the Allure (5kg capacity) and Enchant Series (6.5 kg capacity) respectively.**

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 104 new products across various categories- Refrigerators, Air conditioners, Microwave Ovens, Washing Machines and DVD Players. With new innovative technologies like Silver Shower technology in refrigerators, i-Sense and EM5 in Air conditioners, Steam Microwave Ovens, DAC+ in Washing Machines etc, Godrej is redefining the technology space in Indian Appliances context.

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