

Godrej Appliances Redefines Freshness with launch of EON i-FRESH Refrigerator Range

All-round freshness engineering will make food stay fresh for longer in your refrigerators.

Kolkata, 2nd September, 2009–“I don’t want to take a chance with the health of my family. So I cook fresh meals for them.” “I know the fridge is supposed to keep food fresh but often the stored food starts smelling by the next morning.” “My day starts at 6 am when I cook breakfast for the kids and ends at 9 pm when I finish cooking dinner.” “I wish I could cook and store in the fridge instead of cooking each meal through the day, but one is never sure if the food from the refrigerator is fresh enough.”

Yes, these are real consumer concerns - but not for long. In keeping with its recently adopted philosophy “Designed by Curiosity,” under which new products are designed by closely understanding Indian consumer preferences and aspirational values, and continuously questioning the status quo, Godrej Appliances, one of India’s leading appliance manufacturers, has taken up the need for “enhanced freshness in the refrigerator” in West Bengal homes to a new level.

Always committed to designing relevant and trendy products to compliment the changing, modern Indian lifestyle, Godrej Appliances has today launched a stunning new range of **Godrej EON i-FRESH Refrigerators** which addresses the freshness concerns of consumers completely. Consumer understanding shows that the lives of Indian women continue to revolve around cooking at so many points in the day for breakfast, lunch, dinner and snacks, despite owning a refrigerator. The new range of i-Fresh refrigerators, packs in a host of **marvelous features that preserve freshness for a long time, ensuring your good health. It also offers better space management taking care of your storage needs. What’s more, like all Godrej Eon refrigerators, it cares for the environment and your pocket - the Godrej EON i-FRESH Refrigerator range is energy efficient too!**

Speaking at the launch of the Godrej EON i-FRESH refrigerator range in Kolkata today, Mr. Kamal Nandi, Vice President, Sales & Marketing, Godrej Appliances said, ***“Today consumers are very aware of their options and clear about what they desire. In the refrigerator category, they are looking for more than simple cooling; they are looking at advanced freshness, health concerns, storage efficiency, energy savings and stylish exteriors to match their discerning lifestyles. With our strong legacy in R&D, we are totally committed to pioneering nouvelle technologies to meet the changing needs of the Indian market. i-FRESH Technology is all about ensuring long lasting freshness for food. For example, we have introduced the Silver Fresh Zone in the i-FRESH range, where the Silver Fresh Fruit Tray and the Silver Fresh Freezer Box have been impregnated with silver to ensure extra, long lasting freshness.”***

Key Features of Godrej Eon i-Fresh Refrigerators

Packed with a host of features and technologies which help in keeping food fresh for longer like the:

- ✓ **Silver Shower Technology:** Godrej Eon i-Fresh Refrigerators are equipped with in built air vents in the shelves for superior cooling. These unique vents have been enhanced with **silver** which provides protection against germs like bacteria, virus and fungi.
- ✓ **Silver Fresh Zones:** The germ fighting property of silver has also been deployed in the special Silver Fresh Zones in the Refrigerator: the **Silver Fresh Fruit Tray** and the **Silver Fresh Freezer Box** have been impregnated with silver to ensure extra fresh fruits and frozen food.
- ✓ **Aroma Lock:** A unique **Palladium** based deodorizer, which rids the refrigerator of foul odour as well as destroys ethylene, thus slowing down the decay of food stored in the refrigerator.
- ✓ **Nutra Lamp:** A special FIR lamp in the main compartment – it emits **Far Infra Red** rays which help retain the moisture content of fruits and vegetables and other natural products.

More Features

- ✓ **Freshness**
 - **Anti B Technology:** Silver ions in the air duct and anti microbial resistance in the gasket keep food germ free and fresh.
 - **Crisper Temperature Control:** Allows you to control the temperature in the vegetable tray.
 - **Rotary Humidity Jog Dial:** Helps you control the moisture content in the vegetable and fruit trays, thereby keeping food fresh for longer.
- ✓ **Convenience**
 - **PolyBag Suspenders:** Keeping in mind the growing reach of supermarkets and the trend of packaged food in our country, Godrej Eon Refrigerators are equipped with **convenient hooks in the freezer**, a first in the world, to hang poly bags of frozen food like peas, chicken etc.
 - **Toughened Glass Shelves:** With a load bearing capacity of upto 150 kgs, so you can store the larger utensils easily.
 - **Twist & Serve Ice Trays:** in the freezer help you take out ice easily.
 - **Easily Removable Gasket:** is easy to clean and maintain, ensuring hygiene.
- ✓ **Space**
 - **Largest Vegetable Tray:** Keeping the Indian **space** requirements in mind, Godrej Eon refrigerators come with the largest vegetable tray in its segment.
 - **2.5 L Aqua Space:** Godrej Eon refrigerators are designed to give more **space** where it matters which is why the door has been designed to store those extra large 2.5 L bottles of cola or water easily.
- ✓ **Energy Efficient**
 - **4 Star Energy Rating:** Godrej Eon is an **energy efficient** refrigerator which helps you manage your electricity bills.
- ✓ **Environment Friendly**
 - **100% Green:** Godrej Eon refrigerator is 100% CFC, HFC and HCFC Free and prevents ozone depletion.

Available in 3 capacities – 271/294/330 Liter and stunning colours – Graphite Black, Berry Blue, Shell Wine Red and Bright Steel, these refrigerators that club classy aesthetics with smart features are available at all leading retail counters at prices ranging Rs. 21600/- to Rs. 25840/- from in West Bengal.

Business Plans for West Bengal

While expressing his thanks to West Bengal Consumers for their invaluable feedback to pave the way for this enhanced focus on the freshness platform, Mr. Nandi added. ***“West Bengal continues to be a strong growth market for us. With an annual growth of 50% in 2008 – 09 in West Bengal, we have outperformed the industry average itself. This year is no different where we are targeting a growth of 50% even with a much bigger base. We are seeing the growth coming from*** High-End products like the **Eon** brand category through which we have strengthened our position in the premium segment. Following our winning Eon Washing Machines with DAC+ Technology and our 5 star rated energy efficient Eon Air Conditioners, the EON i-Fresh will be the new face for Godrej Eon Refrigerators.”

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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