

# Godrej Appliances targets Rs 80-cr sales during Onam

**Our Bureau**

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Godrej Appliances has set a sales target of Rs 80 crore from Onam sales in Kerala, expecting a 50 per cent growth over last year in the market.

Last year, the company did a business of Rs 52 crore during the festival season against the target of Rs 60 crore.

Unveiling the Onam offers of the company here on Friday, Mr Kamal Nandi, Vice-President, Sales and Marketing, Godrej Appliances, said the company has registered 47 per cent growth in the Kerala market in the first quarter of the current fiscal against the industry growth rate of 18-19 per cent in the country.

The growth momentum in the State is expected to be sustained in the festival season with the launch of new



**Sales push:** Mr Kamal Nandi, Vice-President, Sales and Marketing, Godrej Appliances, at a press conference in Kochi on Friday. — K.K. Mustafah

range of products.

The Onam sales constitute 40 per cent of the total sales of the company, which registered a 37 per cent national growth in the first quarter. The recent launch of colour televisions in Kerala will further help the brand to achieve

higher volumes. Apart from this, there have been a series of new launches in the frost-free segment, split-AC segment, microwaves and washing machine segment, he said.

The company, he said, is looking at 15-16 per cent growth in LED and LCD TV

sales and is targeting a 5 per cent of the market share in Kerala by the end of this year.

## **OFFERS**

Mr Ramesh Chembath, General Manager, Marketing, said that on every purchase of a Godrej washing machine, refrigerator, air-conditioner, microwave oven or TV, a customer can win gold coins up to 50 gms or a non-stick vessel. The offers are valid till September 3. 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, he said.

"Godrej enjoys a huge equity amongst its people and we believe our offerings this season will further build our bond with consumers of Kerala," he added.