



*The time has come to witness a revolution in washing machine technology...*

**Godrej Appliances Presents the All-New Range of Eon Ergoz Washing Machines**

***With revolutionary ‘Tilt Open Drum Technology’ for consumer convenience***

**Mumbai, 27<sup>th</sup> July, 2010:** In line with its belief ‘*Designed by Curiosity*’, Godrej Appliances has always been introducing products that are truly innovative, convenient to use with avant-garde aesthetics and perfectly match the chic urban lifestyle of Indian consumers. Taking this a step further, Godrej Appliances today announced the launch of its all-new ‘**Eon Ergoz Range of Washing Machines**’ with the revolutionary ‘*Tilt Open Drum Technology*’ at the hands of Bollywood’s popular and effervescent actress Preity Zinta.

The new Eon Ergoz washing machines bring you the convenience of a top loading washing machine with the efficiency of a conventional front loading washing machine but is equipped with a Tilt Open Drum inclined at an angle of 15% making sure that the user does not have to bend while dropping clothes.

*Speaking at the launch, Mr. George Menezes, COO, Godrej Appliances said, “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 consumers will be delighted with the performance and ease of operation of our Eon Ergoz Range”.*

*Added Mr. Kamal Nandi, Vice President, Sales & Marketing, Godrej Appliances, “Being a consumer focused appliance manufacturer, we want our customers to get full value from the appliance they purchase. Besides offering them relevant technology that specifically addresses their needs, we also focus on design and aesthetics to enhance the customer experience. These premium washing machines are crafted like our Eon range of refrigerators and air-conditioners, to deliver the promise – ‘Designed By Curiosity’.*

*Preity Zinta unveiled the Godrej Eon Ergoz Range of washing machines, and shared, “For years, a front-loading washing machine meant that the user had to bend her back to go put in and take out clothes. I am delighted to launch Godrej Appliance’s Eon Ergoz Range of Washing Machines as they redefine washing machine technology to a wholly different level and make washing so easy”.*

## **PRESS RELEASE**

The key features and technological benefits of Godrej Eon Ergoz Range of tilt drum Washing Machines are:

- Ozone Clean Technology sterilizes clothes without water at the end of wash rinse spin - killing 99.9% bacteria and removing traces of odour
- Air Clean program with Ozone Technology for one-time wear clothes, shoes, hand bags, leather goods (A First In India)
- A resourceful Turbulator, patented for a thorough wash
- This range of washing machines are highly power efficient with low water consumption and drying ability. It consumes 121% lesser power, 11% lesser water and gives 34% better drying compared to other machines in the category

Keeping the unattended need of the consumers in mind, Godrej Appliances have also recently launched two new variants - Enchant and Allure front loading machines under their Eon Brand. These washing machines are also as 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

The Godrej Eon Ergoz Range of Front Loading washing machines are available in two variants, at Rs24,990 and Rs27,990 for the 5.5 kg capacity and are available at all major home appliances store across the country.

### **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, Insta-Cook in Microwave Ovens, DAC+ in Washing Machines etc, Godrej is redefining the technology space in Indian Appliances and Electronics context.

### **For more information contact**

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