

Godrej Appliances supports India’s fight against COVID, counters vaccine hesitancy by incentivizing vaccinated customers

- Taking a step towards countering vaccine hesitancy, offers a 6-month extended warranty free, on purchase of a Godrej appliance, to customers who have taken atleast one dose of Covid Vaccine
- Cold chain partner to the ongoing Covid Vaccination Drive in India, the brand has offered India world class technology like Ultra low temperature Freezers for vaccines.
- Has been offering durables that offer greater safety and health assurance like India’s first Washing Machine providing more than 99.99% disinfection against Covid-19 virus, ACs with virus disinfection feature, UVC disinfecting device Godrej Viroshield for surface disinfection against Covid 19

Mumbai, June 23, 2021: Speedy vaccination is the single biggest weapon in our arsenal to fight the Covid battle and safeguard ourselves, our families, and our country. India has administered over 27 crore doses of the anti-Covid vaccine so far, according to official data from the Ministry of Health and Family Welfare. That is still less than 5% of our population. Ground reality reflects a significant challenge of vaccine hesitancy. If India has to win over the deadly virus, people need to be encouraged to be vaccinated.



63 years of thoughtful appliances

**ARE YOU VACCINATED?
IF YES, GET A**

6 month extended warranty on Godrej Appliances*

Register here: godrej.com/appliances/extended-warranty

#LetsWinWithVaccination

Let's help India win against COVID-19.

Attractive finance offers*

CASH BACK
Up to ₹6,000/- on select models*

Register Here

HEALTH-FIRST INNOVATIONS

Terms and Conditions apply

Godrej & Boyce, the flagship company of the Godrej Group, announced that its business, Godrej Appliances has introduced an innovative campaign to encourage people to take jabs. They have introduced a **one-of-its-kind special offer of 6 months extended warranty free** on purchase of all Godrej Appliances, across all channels, for customers who have received at least one covid-19 vaccine dosage. The idea is simply to associate vaccination with greater positivity and applaud those who are setting the right example for our larger communities. The offer which is valid till 22nd August 2021 is available on all B2C Godrej Appliances.

Commenting on the issue of vaccine hesitancy Padma Shree Presidential Awardee and Dr. B. C. Roy Presidential Awardee, Doctor Prof. Sanjeev Bagai; Chairman, Nephron, said, "Taking vaccination is of paramount importance as it provides much needed protection from the virus. Vaccination is a critical tool in the fight against the virus, and we

firmly believe that people should not be hesitant to get vaccines. To overcome this, confidence and trust needs to be built amongst them, in addition aggressive public awareness needs to be driven."

Commenting on the initiative, **Kamal Nandi – Business Head and Executive Vice President – Godrej Appliances**, said, "As a responsible brand and cold chain technology partner to India's Covid vaccination drive, we understand that the only way to defeat the Covid-19 pandemic is to take all necessary precautions and get vaccinated at the earliest. However, vaccine hesitancy remains a very real barrier in this drive and we are witnessing it at close quarters. We therefore decided to take tangible action. Thanking those who are countering this vaccine hesitation by getting themselves and their loved ones vaccinated thus encouraging others to do the same, we have launched this thoughtfully crafted 6 month extended warranty free, on purchase of any of our B2C products, to customers who have taken atleast one dose of Covid vaccine. Our trade partners and customers have welcomed this initiative whole heartedly. It's a small measure from our end in this fight against Covid-19. #Let'sWinWithVaccination."

Godrej Appliances, a business of Godrej & Boyce, one of India's leading conglomerates known for its commitment to nation, has always strived to offer relevant technologies suited to Indian consumer needs, especially during these unprecedented times. This is evident from the many product offerings the brand has launched in the recent past, where it has been an active contributor to Covid vaccination drive with medical refrigerators that helps to protect the Covid vaccines at the right temperature, launched India's first range of Washing Machines tested to provide more than 99.99% disinfection against Covid-19 Virus and Godrej Viroshield, a disinfectant device that has been certified to disinfect 99.99% Covid-19 virus in just 2 minutes.

About Godrej Appliances

Godrej Appliances, a business unit of the highly diversified Godrej & Boyce Mfg. Co. Ltd. is one of the leading Home Appliances players in India. Godrej was the first Indian Company in 1958 to manufacture Refrigerators and has since then, expanded its portfolio across many other categories like Washing Machines, Air Conditioners, Microwave Ovens, futuristic Thermo-electric cooling solutions, Air Coolers, Deep Freezers, highly specialized Medical Refrigerators and more recently, UVC Technology-Based Disinfecting devices and Dishwashers, all powered by the driving philosophy of 'Things made thoughtfully/ 'Soch Ke Banaya Hai'.

This thought extends from human-centric design to planet centric design. Environment is a core value at Godrej Appliances. Both manufacturing units of Godrej Appliances' - in Maharashtra and Punjab, became the first in the country to win the coveted Platinum Plus Green Co certification for their pioneering green manufacturing practices.

The brand takes pride in not just its carefully designed products and environment-friendly technologies, but also best in class after-sales service delivered through over 680 service centers and more than 4500 SmartBuddy service experts spread all over the country. Godrej customers can now book or track service requests on WhatsApp (9321665511), besides the toll-free 1800 209 5511.

To learn more visit : <https://www.godrej.com/godrej-appliances>



For further information contact:

Smita Basu Roy smitaroy@godrej.com

Kapil Kulkarni kapil.kulkarni@adfactorspr.com

+91 98202 03787