



PRESS RELEASE

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GoJiyo.com : Godrej pioneers the world's first Integrated Virtual Online Experience on a Browser Based Platform

~ Abhay Deol, known for his quirky avatars on-screen, launches Gojiyo.com~

~GoJiyo to provide users the perfect platform to live an exciting life online while making new, like-minded friends while creating a fusion of customer experience and brand activation~

~ With this innovation, the Godrej brand harnesses technology to build a stronger connect with young, optimistic and progressive Indians, ~

Thursday, March 18, 2010: In line with the Godrej Masterbrand's promise of 'Brighter Living', the Godrej Group today launched **GoJiyo.com** - India's first online virtual world. GoJiyo.com will mark the coming together of online gaming, virtual reality and social networking to create a unique, one-of-its-kind, integrated experience on a global scale. GoJiyo will be a platform for the Godrej brand & its portfolio to engage with the restless, upwardly mobile Indian youth in a powerful, experiential manner. In more ways than one, GoJiyo is the younger "avatar" of Godrej for the future. Actor Abhay Deol famous for his portrayal of memorable characters such as *Lucky* in *Oye Lucky* and *DevD* launched GoJiyo. Targeted at young, progressive Indians this venture is a significant step towards consolidating Godrej's positioning as a younger, vibrant and brighter brand.

India's current online population is an estimated 81 million connections and 54 million users* and a majority of internet users are in the age group of 19-35 in the SEC A.B and C categories. This population is growing by a third each year and is the key target group to engage in a meaningful and long-term relationship especially in urban India where household penetration is estimated at nearly 45%. In this scenario, GoJiyo is a perfect platform for Godrej and other brands that want to reach out to Indian youth. The GoJiyo virtual arena will be an expansive 3D world where users interact with one another via personalized *avatars* that are unique representations of themselves. GoJiyo is a world where you can look the way you've always wanted to, visit 'never-seen-before'

places, make great friends, create new relationships, experience new activities and quests by individually or collectively and, earn points for rewards, both in-world and in the real world! This world will encourage users to undertake various exciting activities quests like skydiving, bungee jumping and treasure hunts within the setting of six immersive worlds. The six worlds – *Solaria*, *Noom*, *Turqua*, *SnowFlash*, *MauryaPrasth* and *Re-Janm* provide users the perfect opportunity to live out their dreams in the most exciting of settings.

Speaking at the launch, **Ms. Tanya Dubash, Executive Director & President, Marketing, Godrej Group** said, *“GoJiyo.com is a platform for the Godrej brand and its portfolio to interact with the young Indians who are the predominant proportion of India’s rapidly growing base of millions of online consumers. As an integrated platform for brighter brand experiences, this is geared towards building the Godrej brand’s perception and relevance to a new India and is an innovative way of signaling progress and building the Godrej franchise even amongst the 480 million consumers who use one Godrej product or the other everyday, but may not be online yet.*

Gojiyo follows the relaunch of Godrej Masterbrand with a new marketing and brand strategy in 2008 and a host of key initiatives since then. These have included a campaign to showcase Godrej’s Aerospace technology and Godrej Khelo Jito Jiyo - India’s first branded lifestyle game show. Since the unveiling of this strategy, in the categories that Godrej has focused on, our growth has been 33% against an estimated average category growth of 23%. As we work to stay ahead of the curve , we continue to innovate and offer our consumers experiences that are out of the ordinary and Gojiyo is an example of this.”

GoJiyo.com will go live shortly and is the result of comprehensive consumer research and the coming together of a group of global world class experts and pioneers in the Virtual world space through Godrej’s technology partner Customer Centria. The launch of the platform is supported by a high profile marketing campaign in tandem with the third edition of IPL. Godrej has also planned a long term activation campaign which will allow people to get a first hand experience of the immersive world, where youngsters are faced with mammoth expectations, GoJiyo.com will provide the young, progressive Indian the perfect haven to explore their aspirations imaginatively.

We hope you enjoy this new world: Log on, dive in, Go Jiyo!

Visit www.gojiyo.com to begin your series of ‘out of world’ experiences.

*as per ComScore World statistics as on September 2009.

About Godrej Industries Limited

Godrej Industries Ltd. is part of the Godrej group, one of the leading business groups in India and is in the businesses of oleo-chemicals, surfactants, edible oils, fats, processed foods, finance & investments and estate management. It has substantial interests in several industries including property development, oil palm plantation, animal feeds and agro-products, poultry, personal care, household insecticides, confectionery, branded tea, etc., through its subsidiaries, associate companies and joint ventures.

For more information on the Company, please log on to www.godrejinds.com

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