



Godrej kick-starts Masterbrand 2.0 – bigger & brighter

*Launches **FreeG**; India's first non-web based mobile browsing experience*

Mumbai, November 18th, 2014: The Godrej Group, one of India's most trusted conglomerates, today embarked on 'Masterbrand 2.0', a consumer connect initiative, aimed at providing Ideas that make life brighter. As part of this initiative, the company also launched '**FreeG**': India's first non-web based mobile browsing experience.

Celebrated for offering innovative brighter living ideas for over 100 years, Godrej reiterates its commitment of creating pathbreaking products with the launch of Masterbrand phase 2.0. The campaign showcases a slew of innovative products offered by Godrej to delight its customers. From a new age bed enabled with electronic hydraulics, a video door phone allowing continuous surveillance of two entrances of home with storing capacity of upto 100 photographs, state of the art properties, effective mosquito repellent solutions to authentic street food experience at home, these products were showcased through a series of 8 television commercials that were aired on prime national channels from **14th of November onwards**. The commercials continue to feature Sam & Meera, our Masterbrand protagonists from the 2013 Masterbrand campaign.

Speaking at the launch, Tanya Dubash, Executive Director and Chief Brand Officer, Godrej Group stated, "In this next phase of the Godrej Masterbrand journey, we continue to showcase designful and innovative products with ideas that truly make our consumers' lives brighter, from across our diverse set of businesses. We believe that when seen collectively, this leads to a reassessment of the image of brand Godrej which in turn leads to greater consideration and sales."

In a breakthrough move, Godrej also launched, on this occasion, a first of its kind customer interface, **'FreeG'- India's first non-web based mobile browsing experience**. FreeG is an innovative consumer interface, in the form of a mobile number- **09980899808**, that allows every mobile user in the country the opportunity to experience the entire portfolio of Godrej offerings completely free of cost. It has a potential reach of **866 million consumers** and is the Group's vision of a long-term property that will straddle across all Godrej brands.

Commenting on this Ms Dubash said, "Taking a step forward in making our consumers' lives brighter, we are happy to announce the launch of a new customer interface, which is a first of its kind non web based mobile browsing experience which will add a new dimension to our focus on customer engagement and service".

Taking this forward, the launch of Masterbrand will be followed by various interactive consumer initiatives that will further communicate the idea of brighter living. With an effort to bring these ideas closer to their patrons, Godrej will also launch a number of digital films. A unique initiative in the pipeline is **'Tweet a Tune'**- a pioneering consumer engagement initiative that will witness the group in partnership with professional musicians on the song dew platform create songs inspired by tweets posted by Godrej patrons. And this is not it! Known to create brighter living offerings for not just India but across the world, Godrej leaves no stone unturned in connecting with their patrons as they attribute the songs to each patron and thereafter dedicate the same across multiple media platforms like radio and social media.

Commenting on the Masterbrand 2.0 campaign strategy and the new customer interface system, **Shireesh Joshi, Head-Strategic Marketing, Godrej Group** said, ***"The next leg of our iconic Masterbrand 2.0 campaign has taken a giant leap. We are proud to showcase an entirely new set of Godrej's ideas that make life brighter. Creatively our new Campaign with Sam and Meera strikes fresh ground - insightful products in charming stories with characters that feel real; so real that they have their own social pages. And as an execution this campaign leaves behind 360 marketing to a level of cross media seamless ness never seen before. The awareness to purchase journey is now a smooth experience that's as rewarding as the products."***

In the last 7 years, Godrej group has built on its promise towards a brighter living by creating a slew of innovative ideas. With the launch the brand goes further in its journey of **“Ideas the make life brighter”**. Focused on innovation the campaign enhances the brand’s emotive appeal by showcasing the breadth of fresh ideas from within the group to our consumers.

Products to be featured in the Ad campaign

Company	Product	Key feature/Innovation
Godrej Properties	Properties	<ul style="list-style-type: none"> • Green buildings. • Designed for natural light & ventilation. • Best location – views as well as access to schools, malls etc.
Godrej Appliances	U Sonic washing machine	Horn that emits ultra-sonic rays which removes stains from clothes in minutes
Godrej Security Solutions	Video door phone	<ul style="list-style-type: none"> • Two cameras which can provide footage from two different points around the house. • Either feeds can be accessed from the TV screen. • Door camera stores up to 100 photographs.
Godrej Interio	Kreation Wardrobe	Modular wardrobe, add storage according to changing needs of the family which is seamless with existing design.
Godrej Interio	Karbons bed	Electronic hydraulic lift which enables access of storage below the bed at the touch of a button.
GCPL	Good Knight Fast card	<ul style="list-style-type: none"> • Quick action (within 3 minutes). • Convenient and portable and safe to use. • No electricity needed.
GTFL	Yummiez (Mumbai vada)	Frozen vada which give syou the same streetfood experience at home

GCPL	Expert rich crème	No ammonia in hair colour. It has aloe vera and milk protein. Pre – measured sachets for easy use.
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About Godrej Group

Established in 1897, the Godrej Group has its roots in India's Swadeshi movement. Our founder, Ardeshir Godrej, lawyer-turned-serial entrepreneur failed with a few businesses, before he struck gold with the locks business that you know today. One of India's most trusted brands, with revenues of USD 4.1 billion, Godrej enjoys the patronage of over 600 million Indians across our consumer goods, real estate, appliances, agri and many other businesses. You think of Godrej as such an integral part of India that you may be surprised to know that over 25 per cent of our business is done overseas.

We promise Godrejites a culture of tough love; take serious bets on them and differentiate basis performance. We also understand that our team members play multi-faceted roles and so, we strongly encourage them to explore their whole selves. Our canvas is growing. In fact, our Vision for 2020 is to be 10 times the size we were in 2010. We truly believe that while our amazing past distinguishes us, we are only as good as what we do next.

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