

Made in India Air Conditioners

Godrej Appliances launches wide range of made in India Air Conditioners with Smart IOT controls, 99.9% UV virus sterilization, advanced cooling and more

~ Projects more than double growth over last summer, meeting pre-covid levels



Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Appliances, has launched its premium range of Air Conditioners with advanced cooling, air purification technology, IoT controls, differentiated aesthetics and more. These air conditioners provide smart controls to increasingly tech savvy consumers, along with comfort and safety through IoT, UVCool technology, Nano Coated Anti-Viral filtration, lower derating and more.

Higher internet penetration and increased access to smartphones has revolutionised consumer behaviour, and the pandemic has increased digital familiarity by leaps and bounds; thereby bringing in more demand for tech-enabled devices. To cater to consumer's growing acceptance for smart ACs, Godrej Appliances has introduced its all-new **Godrej Eon D**

series air conditioners and will also have these newer technologies incorporated in some of its other existing product range. These smart air conditioners are wi-fi enabled. The ACs are voice enabled with Alexa and Google Home compatibility. They can also be operated remotely through android smartphones to control temperature, fan speed, mode setting, schedule time as well as easy monitoring of the ACs' health. It aims to provide comfort and convenience to consumers through remote scheduling and monitoring.

The pandemic has also brought about a greater focus on health and hygiene aspects in any product that consumers purchase. The all new **UVCool Technology** incorporated in Godrej ACs help to disinfect the air as well as the surfaces of objects such as fabric, wood, metal placed in the room where

the AC is operational. The UV module is placed inside the AC on the evaporators which emits UVC rays in the range of 260-275nm. This is the optimal wavelength emitted from the UV module, enough to disinfect 99.99%* viral particles, bacteria, fungus and other air pathogens from the surface of the evaporator. Moreover, **Nano Coated Anti-Viral filter** eliminates 99.9%**+ viral particles from the air to provide safety to the consumers.

Additionally, the heavy-duty rotary inverter compressor coupled with an electronic expansion valve and superior design provides faster and efficient cooling along with lower derating – ensuring superior cooling even at high ambient temperatures of 52°C. These ACs are available with combination of R290 & R32 refrigerants, that are eco-friendly with zero ozone depletion potential and lower global warming potential.

Commenting on the product launch, **Kamal Nandi, Business Head and Executive Vice President – Godrej Appliances, part of Godrej & Boyce** said, “In line with our philosophy of ‘Things Made Thoughtfully’, we are embracing new age technologies to deliver best-in-class solutions for our consumers. Our indigenous manufacturing expansion is helping us offer a wider AC portfolio to our

consumers, with greater design possibilities. While summer sales for AC in 2021 was better than 2020 summer, however the business still hasn’t reached pre-covid levels. With the third wave practically over, vaccination drive covering a larger population and summer temperatures rising, we expect more than double growth in our AC sales this summer in comparison to last year.”

Adding further thoughts, **Santosh Salian, Product Group Head, Godrej Appliances** said, “Our foray into smart air conditioners and health & hygiene segment, is a testament to our commitment towards solving the needs of consumers by providing them with future ready products through latest technology. This summer, we are all set to offer a host of 21 new inverter split ACs all providing powerful cooling which has all along been our strength, along with Nano Coated Anti-Viral filter and UVC technology, IoT enabled smart controls, super-efficient ACs with high ISEER, durability and superior aesthetics.”

The *Godrej Eon D series air conditioners* are available in White, Copper and Rose Gold colour options across ecommerce platforms as well as offline pan India stores.