

Subject: Launch circular: XPRESS OFFICE

Dated: 13/08/2014

Dear All,

India which has around 4.88 crore small and medium business (SMB) units is all set to become the **largest SME nation internationally**.

However, requirements from this segment are generally in smalls and they require furniture which is not only **delivered fast and quickly installed** to make their offices functional but also which has **modern aesthetic looks**.

To increase the sales in this segment, we had launched the earlier Quickship project in spacio system.

But it did not do very well. Hence we took up a PMO project and did a detailed study to find out the reason for the failure of Quickship in spacio; we got a lot of insights on the same.

Facts that the market survey came out for this failure were:

- Limited variety in colour and configuration of the modules offered.
- Delivery of the components happen in bits and pieces as it was an item wise component RPL booking was completed without any COE for the workstations booked.
- Difficulty in booking and quoting of modules as again due to components wise breakup it became complicated to select the correct components
- Lack of solution to meeting, conference and multipurpose table
- Issues in installation as fabric upholstery is a skilled job to be done at customer end. Switch cutouts also were a site job that required to be done.

Having studied this feedback, we are pleased to launch the new **XPRESS OFFICE**, a quick buy option in office modular workstation furniture in which a solution is provided for all the above issues faced and as well as enhancements to the offering that is gives a much more satisfying experience to the customer.

Xpress office is an offering for the entire layout of the SME offices.

- 4 colour schemes to choose from and with over 100 variants of configuration and sizes put together, **the limitations in the variety have been removed**.
- Module wise booking instead of item wise booking will eliminate the delivery in bits and pieces. Now with Xpress office, the entire Order shall be under the COE. All

material shall be booked in a single S.O. and then entire S.O. shall be converted into RPL to ensure that the material for that has been booked together will get delivered together only.

- With the new tab app and the web browser , **the new age selling tools**, all modules with their image, price, itemecodes and all details relating to the module shall be readily available on your hands (literally). No more hassles of contacting branch architects for quotations and order booking BOQ will be required now.
- Competitively priced, we have more than the standard table offering to offer to the customer – **workstations in WISH system and tables in LINEA** (cabin conference and multipurpose tables). What more, now **even the chairs** could be clubbed in the complete order for furniture of the office.
- With all the upholstery and the switch mounting provision coming made in the module from the manufacturing plant itself, its only installation of the modules which will take the least time **to hand over the ready site** to the customer

As an icing on the cake we also have an inaugural offer for our dealer partners.

With the **first order placement in the month of launch for 15 or more workstations**, each dealer will **get a 7*inch tablet free** on delivery.

Make full use of this opportunity to book **XPRESS OFFICE** and enjoy the experience to sell modular OPOS without any hassles.

The following link shall give you a detailed presentation of the product offering in this category.

http://www.connect.godrej.com/InterioDOS_Mktg/xpress office.html

For any further details and queries, please feel free to get in touch with me.

Regards,

Parvathi Shinde.

Product management team – DOS NPI