

Dear Channel Partner,

As we move closer to the end of the 2nd Quarter, typically the focus shifts to maximizing sales through large project orders. However, in our quest for this business, we should not forget our retail customers who consistently buy office furniture from our showrooms. As you are aware, today the customer is looking at an enhanced experience throughout the process of owning a product, which means he is looking for an experience from pre-sales stage to the end of life of the product.

A good showroom attracts customers to walk in and check for innovative and new experiences. Today's customer is highly knowledgeable and needs to be satisfied on his ever changing needs. He is attuned to the current trends and is on the constant lookout for new experiences. Hence, it is imperative to showcase products that give a contemporary image to our brand and creates an aura of newness and innovation. You would all agree that *"Seeing is Believing"* and hence, good display, ambience and visual merchandising translate into quick decisions by customers and eventually lead to enhanced business for us.

To facilitate our Channel Partners to give a facelift to their showroom, we have initiated and standardized guidelines called "SPRUCE UP MANUAL" which will give you details on how to make your outlet look contemporary and attractive for customers to walk in.

I look forward to your co-operation in implementing this initiative which will help enhance the value of both the Godrej Interio brand and your own brand, leading to increased profitable business.

Wishing you all the best for the new season!

Anil Mathur

Anil Mathur
C.O.O. Godrej Interio



THE NEWS INSIDE

CHANNEL PARTNER NEWS - BRINGING YOU CLOSER

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PRODUCT MANTRA - THE SECRET TO SUCCESS

Nano Perch



GREEN EDGE - OUR CONTRIBUTION TO SAVING THE PLANET

Sustainable Transportation



SHOWCASE - ONLY AT GODREJ INTERIO

PRAGATI II TRAINING FOR DEALER PRINCIPLES - WEST ZONE

Two batches of Pragati Training II were held for Dealer Principles, at HO Mumbai, from 5th to 7th and 12th to 14th of July 2011.

54 dealer principles participated in this 3 day intensive training programme which covered new product training, factory visits, ABP sharing and IT initiatives. We also had a special interactive session with our designers and dealers to share future concepts and also gauge market expectations from dealer principles.



George Associates was roped in for a full day session, engaging the dealers to envision and set futuristic goals. The session also included manpower retention and motivation.

Overall, the program was well received with requests to have such training programmes on a regular basis.



INTERIO SERVICE TRAINING FOR DEALERS

Interio Service department conducted training for top 10 dealers of Mumbai on 4th, 5th and 6th May 2011, in Plant 13 Annexe and on 2nd, 3rd and 4th June at Chandigarh.



The activity consisted of a one-day training programme for the dealer proprietors and salesmen and a two-day training programme for dealer technicians. The objective of the training program was to make dealers aware of Godrej Interio's various service parameters, role and scope of dealers in the service junction and revenue opportunities available thereof.

There was also a session by Mr. K. T. George, external trainer from M/s George Associates, on "How to improve business by better customer service". Hands-on training of product assembly and trouble-shooting was also given to the technicians.



SPRUCE UP MANUAL

In today's age of posh and plush showrooms spread over several hundred square feet, the name of the game is 'Chic Display'!

We need to give our dealers' outlets and showrooms a contemporary look in order to garner significant footfalls. This will progressively translate into better business.

For this reason, we have introduced the SPRUCE UP MANUAL, that gives guidelines on how to go about doing your showroom for displaying institutional furniture.

- Product Display - Which products to display, how to display them, which chair to be displayed with which desk, etc.
- Role of accessories
- Role of lighting in enhancing display
- Flooring

All this and much more in the SPRUCE UP MANUAL.



Watch out for the SPRUCE UP MANUAL reaching your dealer outlet soon..... Register on DRDS to receive your hard copy!

WHATS NEW ON DRDS

Healthcare Optimizer - Check out the informative video on healthcare optimizer which has been uploaded on DRDS... Find out how specific healthcare needs have been addressed with the new Healthcare Optimizer.

Image Gallery - An all new image gallery has been uploaded for Desking, Modular Furniture and Storage product range. No more running around for images...

DRDS usage

Your fellow channel partners are using DRDS ARE YOU???????

Dealer Resource Development System

Home User Maintenance Resource Maintenance Reports Franchisee/DealerShip Enquiry Dealer Communication Logout

Login: nilisha

DRDS Usage Report

Zone: Branch:

From Date: To Date:

	EAST	NORTH	SOUTH	WEST	Total
December - 2010	3	19	8	13	43
January - 2011	59	226	119	111	515
February - 2011	31	118	105	122	376
March - 2011	72	104	87	127	390
April - 2011	103	141	77	107	428
May - 2011	65	101	59	104	329
June - 2011	85	147	96	163	491
July - 2011	132	157	84	243	616
August - 2011	82	99	39	183	403

IMPRESS EFFORTLESSLY



Much like its name, IMPRESS, our newest office suite is designed to impress! Its dynamic design, contemporary looks and convenient features are an extension of power dressing. Best suited for officials in the Government, PSUs and SMEs, it is sturdy, yet elegant. It offers impressive wire management, and ample display and storage space.

Features

- Veneer finish of the desk depicts class and elegance
- Impressive wire management for all wires to fit comfortably without any clutter
- Leather pad on the desk acts as the work area
- Meets all active, passive and display storage needs



ARRIVE...

ARRIVE, our newly launched all veneer suite, is the perfect companion for those in power. It reflects the owner's taste and choice, and echoes his status to onlookers. With concealed wire management and other value added features, it proves itself as the ultimate epitome of comfort and luxury.



Features

- A huge veneer desk, that reflects status and luxury
- Soft leather pad which separates the active work area from the rest
- Wire management within the desk ensures wire free space
- An in-built smart case in the main desk for keyboard and stationery
- Meets all active, passive and display storage needs

SIMPLE – SME MODULE

Smart choice for small to medium offices

Small and medium offices have a specific requirement of modular furniture to accommodate their staff. SIMPLE – the new SME module with its simplicity, functionality and contemporary design just fits the bill.

Benefits

SIMPLE is available as a set of 4 seater and 2 seater workstations:

- Easy-to-quote as standard prices are available
- Ease in booking with single item code and RPL booking
- OTIF registration not required
- Helpful to deal with small orders without any procedures of OPOS project booking
- Less chances of order booking errors due to standardized modules
- **Greater benefits to channel partners** as it is easy to quote with a single RPL booking of an entire workstation



For more details on features,
check on DRDS!

NANO PERCH

With space limitation in office, one cannot think of heavy, oversized furniture that gives a cramped look to the reception. NANO PERCH is the perfect answer to the seating requirement for guests and visitors.

Advantages of NANO PERCH

- COMPACT yet comfortable public seating
- Uses 27% LESSER FOOTPRINT than standard perch seating through efficient use of space
- AESTHETIC DESIGN adds a touch of class to waiting areas
- DURABLE materials and sturdy design lead to a LONG LIFE making it a prudent investment



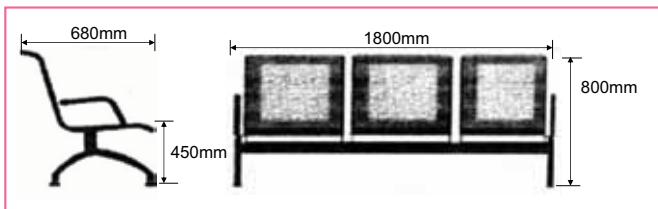
Foot Print Area

Perch Foot Print Area : 1.224 Square Meter

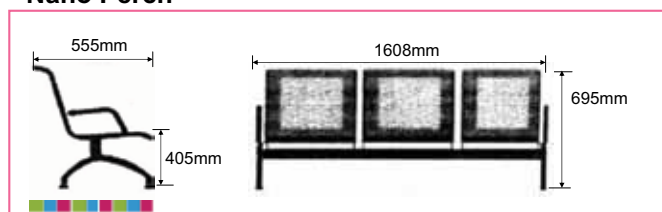
Nano Perch Foot Print Area: 0.8924 Square Meter

Perch

Dimensional Details



Nano Perch



SUSTAINABLE TRANSPORTATION



In our previous issue, we had discussed the various transportation modes used by Godrej Interio and how we have made a conscious decision to use greener modes. However,

using greener modes is not enough. They need to be used in an optimal way to ensure greener transportation and fulfilment of the transportation objective. Having identified road transportation as a green mode and one which gives us the maximum reach, we have taken some initiatives to make it a greener one.

Quality check of transporters and transport vehicles

Transporters with ISO compliance are preferred. As trucks are used for majority of consignments, emissions from the trucks is of prime importance. The tire pressure, load, condition of the vehicle, speed of the vehicle and type of the vehicle affect its emission levels. These factors are therefore tracked by the logistics team who ensure that the required standards are met. Vehicles older than 8 years are not used by Godrej Interio. Efficient transportation and minimum break downs are thus made possible.

Ensuring full capacity loading

The trucks are allotted as per the availability of load. In case the load has not formed, a smaller sized truck is used or the department waits till the load has formed. Partially empty trucks are not sent out.

Product design optimization

Products are designed to facilitate complete space utilization. Their size and design are optimized and then standardized to maximize economies of scale in vehicle operation.

Optimization of routes

Routes are formed on the basis of proximity. All cities falling on a particular route are serviced together. We also ensure that the most optimized route is used to avoid wastage of fuel and ensure minimum travel distance.

Optimum speed

Trucks consume more fuel when driven slowly and are susceptible to accidents if driven fast. Hence, optimum speed is of prime importance. The transit time for trucks is fixed at 350 kms/day which allows for an optimum speed of 40-50 kms/hr. Thereby, controlling emission levels.

Focus on material safety to avoid wastage due to damage

To prevent damage to the products due to defects, we use a sprinkler system and check for protrusions in the vehicle. Water is sprinkled over the container to check for leakages so that products do not get damaged during the rains.

The above efforts throw light on Godrej Interio's efforts in 'walking the green talk' by not only making greener choices but also making efforts to make them even greener.

To make your road transportation greener, refer to our checklist

- Product design optimisation
- Full capacity loading
- Focus on material safety
- Optimisation of routes
- Quality check of transporters and transport vehicle
- Optimum speed

In our endeavour to 'talk green walk green', we at Godrej Interio have been keen to receive ideas that help make our processes and products greener.

Use the enclosed Business Reply Envelope to send us your valuable ideas and suggestions.

DEALER MILESTONES

Jaipur Dealer Meet

The Channel Partner Meet of Jaipur Branch was held in the beautiful city of Udaipur on 27th and 28th of June, 2011. As many as 27 regional dealers turned up for the event. From Head Office Mr. Gaureekumar Borkar and Ms. Nilisha Ferrao made presentations on new initiatives and newly launched products.



Rupendra Periwal (at the centre), Rajasthan Central Stores, winner of THE HIGHEST BUSINESS VOLUME AWARD

There were two days of information and feedback sharing with channel partners. There were also interactive quizzes in which channel partners participated enthusiastically. On 27th June, Jaipur Branch hosted an awards night and a dance show.

We heartily congratulate all the award winners.

Jaipur WD Award Winners

Category	Dealer
Highest Business Volume – Institution	Rajasthan Central Store
Best Cumulative Growth	Banthiya & Co. Pvt. Ltd.
Best Territory Coverage	Associated Marketing
Biggest Green Order	Abhinav Enterprises
Best Display of Interio Products	Vidhya A One
Best Dealer Sales Team	Jodhpur Metal Pvt. Ltd.
Best Retail Institutional Sales	Rajasthan Machinery Mart
Biggest Order in Sunrise Business	Jodhpur Metal Pvt. Ltd.
Best Coverage in Banking Segment	MM Enterprises
Best Dealer in SME	Trilok Chandra Nirmal Kumar
Best Dealer in CRM	Rajasthan Central Store
Significant Contribution for Promotion of Institution Products	Elegance

WINNERS OF AMAZING AMIGO SCHEME!!!

This offer combined a scheme benefit for participating WD's **and** a Reward and Recognition (R&R) benefit for WD sales personnel registered on DRDS.

Winners of Amazing Amigo – WD sales people

Name of Sales Person	Name of Dealership	Branch	Gift
Subramani	Laxmi Sons	Chennai	Back Pack
Smith	Maniraam	Chennai	Back Pack
V.V. Srinivas	Southern Agencies	Vishaka-patnam	Watch
Madhusudan K.C	Senior Agency	Mumbai	Watch

SUCCESS STORY – INSTALLATION OF BANKING COUNTERS BY FUSION MARKETING

Recently Fusion Marketing (WD, Godrej Interio) bagged the prestigious order of Krishna District Co-operative Bank - one of the biggest profit making banks in Andhra District. The order worth Rs.1.05 Cr was the result of some outstanding teamwork between Fusion Marketing and Architects Janakiram & Prakasa Rao, who enjoy a good rapport with the branch team.

Mr. Balasubramaniam (Proprietor) and Mr. Murty (Manager) of Fusion Marketing, in close association with the top management of the bank, analysed their specific requirement and filled the tender.

Godrej Interio bagged the order of DOSS and Home Products and the impressive part being that new products were showcased including Banking Cash counters, Transaction counters, Bravo, Talk, Timeout and the Modular Kitchen Serving Counter.

Mr. Vijayender, Chairman of the group of banks (APCOP), expressed his pleasure over the installation and promptly shared leads.

Godrej Interio congratulates Mr. Balasubramaniam and Mr. Murthy and also the branch team: Mr. Suresh Babu - Associate Chief Manager, Mr. Ramaswamy - Sr Manager & Anirudh - Sr. Executive for this project.

KNOWLEDGE BOARD

VISUAL MERCHANDISING -THE NEW-AGE SELLING MANTRA!

Visual merchandising today covers all the conceivable space to capture the attention of customers, from the facade of the store to the location of each product inside the store. A visually appealing look is guaranteed to work harder towards getting footfalls into your store.

Visual Merchandising helps in

- Educating the customers about the product/service in an effective and creative way.
- Establishing a creative medium to present merchandise in a 3D environment, thereby enabling long lasting impact and recall value.
- Setting the company apart in an exclusive position.
- Combining creative, technical and operational aspects of the product and the business.
- Grabbing attention to expedite decision making within the shortest possible time, thus augmenting the selling process.

The Store and the Ambience

- Allocate extra budget to develop the good look of your store – the marquees, awnings, signage, banners, entrance and landscapes are the areas you need to consider.
- Ideally maintain 10' as your ceiling height. Provide enough space for the customers gaze to wander inside your store.
- Enhance the ambience of your store by adding a little music, dramatic lighting and aroma (mild fragrance).
- Add product information alongside your items especially unique specifications, unique quality or patents.

Displaying Signage and Ticketing

- Put the price tag upfront. Stick the price stickers at the upper right side of the items because eyes are naturally drawn to this area.

Attention to Detail

Some of the steps to be taken are:

- Removing pins or hiding them so they do not show.
- Cleaning the glass and dusting all surfaces.
- Making sure that signs provide all the necessary information.
- Making sure that signs are free of ink stains and other marks.
- Appropriately accessorizing merchandise.
- Cleaning and/or vacuum cleaning the display area and floor coverings.
- Regularly checking the display area from all angles.

WINNER OF QUIZ

Congratulations to all Winners of the Quiz.

We look forward to increased participation from all our channel partners...

Santosh Subhash Bhambure

► Indcon Sales Link Pvt Ltd

Madhu C.P.

► Teeyem Associates

Arvind Deorah

► Commercial Stationers

Quiz Answers - Issue IV

- Club Eminence
- Enterprise
- SME Module
- Enterprise / Work
- 5 colour options

Prizes have been sent to winners of the quiz.



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Please send your feedback through DRDS by following the steps shown below:

