

MAKING IT BIG - LET'S WALK TOGETHER TOWARDS SUCCESS

Dear Partner,

Let me take this opportunity to wish you, your family members and all your staff a very Happy 2011! May the New Year bring great happiness and prosperity to all your lives.

The year that went by saw some significant achievements. The foremost amongst them being the CII Business Excellence Award received by Godrej Interio. We could not have done it without the support of our channel partners.

Another crucial aspect of 2010 was our commitment to achieve aggressive objectives by getting off to a strong start. We wish to continue this precedent throughout 2011. Hence, we have launched various dealer schemes and value added services that are sure to help and inspire you towards even more challenging objectives.

I would like to thank you for working relentlessly in making 2010 a successful year and I am sure we will continue to thrive in the face of stiff competition and deliver spectacular results throughout 2011.

Anil Mathur

Regards,
Anil Mathur
C.O.O., Godrej Interio



THE NEWS INSIDE

CHANNEL PARTNER NEWS - BRINGING YOU CLOSER

**Godrej Interio honoured at the
CII Business Excellence Awards**



GREEN EDGE - OUR CONTRIBUTION TO SAVING THE PLANET

How we make our packing greener



PRODUCT MANTRA - THE SECRET TO SUCCESS

Storages can be colourful too!



SHOWCASE - ONLY AT GODREJ INTERIO

GODREJ INTERIO HONoured AT THE CII BUSINESS EXCELLENCE AWARDS

The CII Business Excellence Awards for 2010 were declared during the National Quality Summit held at Bangalore from 18th - 20th November 2010. Out of the 60 companies that had applied this year 9 were recommended for the Commendation Certificate for Significant Achievement. Out of the 9, Godrej Interio was the only one to receive the award in its very first attempt. Mr Anil S Mathur, COO, Interio Division, and Mr Raviprakash R Gupta, Sr General Manager (Mfg), received the award at the hands of Mr David Rasquinha, Sr General Manager, EXIM Bank, on November 18, 2010.



Mr Raviprakash R Gupta, Sr General Manager (Mfg) (left) and Mr Anil S Mathur, COO, Interio Division (centre) received the award at the hands of Mr David Rasquinha Sr General Manager, EXIM Bank (right)



CII Business Excellence Awards, 2010, Bangalore

WHAT'S NEW

T90 Series Offer - WD Seating Scheme

As we enter the final stretch of FY 10-11 it is imperative for us to take maximum advantage of the upcoming opportunities in the market and achieve our targets.

Hence, the Seating Team has launched the T-90 Series Offer for wholesale dealers for seating products. The T-90 Series Offer is a 90-day extravaganza that will play out before the World Cup Cricket Championship. It is an order booking-cum-billed sales scheme that is valid from December 2010 to February 2011. There are a number of exciting prizes to be won, with the grand prize being a trip to Thailand!

Please check DRDS for further details.



Thailand

Launch of SMS Service for Channel Partners

The Channel Development Team has launched an SMS service for the Channel Partners. Now all news about the latest developments regarding schemes, new product launches, etc, will be sent via SMS.

Once you receive the SMS, you can check all the details on DRDS. So if you have not yet registered on DRDS, do so right away in order to receive all the latest SMS. We hope you will find this service useful and resourceful! We also look forward to your feedback and suggestions.



HOW WE MAKE OUR PACKING GREENER



In the last issue we had featured how Godrej Interio reduces its carbon footprint with Flat Packing. In this issue, we will delve deeper into the packing process and how we have made it greener at Godrej Interio.

HOW TO ENSURE RIGHT AMOUNT OF PACKING

- Packing should be used only where needed.
- Packing should prevent any loss or damage to the packed product and its intended use.
- Right packing materials should be used.

Right packing ensures that goodness and greenness of the product is delivered to the customer as conceived at the factory.

DESIGNING THE RIGHT PACKING

The type of packing adopted depends purely on the design of the product, its shelf life, the destination it has to reach and the mode of transport. So, indiscriminate reduction in packing specifications can lead to criminal wastes and have an adverse impact on the environment due to damage of material, loss of man hours and use of additional resources.

Acknowledging this fact, at Godrej Interio we give special attention to designing the right packing for our products. Like our products, the packing for the products is also tested for performance parameters like wear and tear, strength, compactness, etc. We have enhanced our product packing to deliver a near perfect product to our consumers. This is evident from the fact that our packing cost has increased from an average of 3% in year 2000 to about 6% in 2010.



At Godrej Interio, packing is a function of 3 important parameters:

- Packing Effectiveness - To ensure the product reaches its destination without any damage.
- Environmental Concern - To ensure the packing material used does not deplete the Earth's resources.
- Cost Efficiency - To ensure packing does not adversely affect our bottom line.

Taking these into consideration, Godrej Interio makes use of corrugated paper, thermocol, wood, plastics, and textiles as packing materials. While corrugated paper cartons and angle boards (used to protect the corners and edges of the products) are already made of recycled paper, they are also available in bulk and are cheap. This comprises almost 98% of our packing.



Plastic is used in the form of plastic corners (LLDPE, HDPE), cling films, bubble wraps and polyethylene foam (profil) for protection of surfaces or fragile components and as primary packing. Thermocol is also used for protection of corners and for surfaces with low scratch resistance. Even though these are not biodegradable, these can be qualified as green materials provided they are recycled / reused. But in India, the avenues of recycling them are very less. Therefore, plastic and thermocol are used in low quantities by weight compared to paper-based packing materials at Godrej Interio.

Godrej Interio makes use of indigenous environment friendly jute / gunny bags for packing the outward process scrap, such as saw dust, etc., and transporting it to the concerned vendors.

The absence of environmentally hazardous materials like metal foils, glasswool, etc., and low usage of plastic and thermocol in the packing material portfolio of Godrej Interio reflects the commitment of our Group towards a greener future.

SEATING SYSTEM - SEDNA

The SEDNA range of chairs can easily be looked upon as thrones of power. Crafted from the finest leather, these chairs are ideally suited for high-powered corporates. They offer comfort of the highest degree and are designed for long hours of seating. Each chair has the most advanced ergonomics, with even the minutest of details perfected to exacting Italian design standards.



High Back with Headrest



Visitor

Key Features:

- Leather upholstery for a luxurious feel
- Pneumatic seat height adjustment
- Fixed armrest with a chrome finish
- Back height adjustment
- Synchronous tilt mechanism
- Multi-position locking
- Anti-shock mechanism
- 5-Pronged die-cast aluminum pedestal
- Auto-return mechanism for conference and boardroom chairs



Conference Room



Mid Back

READING TABLE - INSIGHT

The INSIGHT range comprises tables that achieve the delicate balance between form and function. The tables have elegant round-edged tops complemented by a sleek power-coated understructure. They are safe and sturdy, and are ideally suited for reading rooms and discussion areas.



INSIGHT 4 Seater, Colour: Maldau Dark Acacia



INSIGHT 4 Seater, Colour: Irish Cream

Key Features:

- Rounded edges ensure safety of the users and add to the aesthetic appeal
- Power-coated MS understructure adds to the table's strength
- Available in 3 trendy colour schemes:
 - Bavarian Beech top with Black understructure
 - Maldau Dark Acacia top with Pale Cream understructure
 - Irish Cream top with Pale Cream understructure
- Available in 4/6/8-seat configurations
- Available in 3 different sizes:
 - 900W x 900D x 740H
 - 1665W x 900D x 740H
 - 1800W x 900D x 740H

STORAGES CAN BE COLOURFUL TOO!

With the motto of Godrej being 'Brighter living', Godrej Interio wants to create 'brighter' offices and workspaces. The trend therefore is towards lighter and brighter colours, which is why we have introduced new colours - RAL White, Taupe White and Textured Moonlight Grey - to infuse freshness in our range of storages. These colours are offered in all storages except TDU, Optimizer and Unite. So go ahead and create brighter workspaces!



Personal Lockers

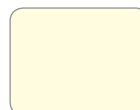


Sliding Door Unit



Lateral Filing Cabinet

Available in
three NEW colours*:



Matt Pure Ral White



Tex Moonlight Grey



Matt Taupe White

**Due to printing limitations, please ask your branch for colour samples to view the true colours.*

NEW INSTALLATION

Godrej Interio recently installed 650 INTERACT chairs in the auditorium of CMR Institute of Technology, Bangalore. The prestigious order was bagged by our channel partner, Mr. Sukumaran of M/s Klassic Interior Invention (P) Ltd. due to the excellent relationship with the Director of the Institution and Mr. Verma, the architect from ACE Designs, Bangalore.

Congratulations to Mr. Sukumaran and his team for this commendable installation.



FEATURED DEALERS

Mr. Mohan Jadwani of M/s Jamuna Marketing

Our channel partner Mr. Mohan Jadwani of M/s Jamuna Marketing opened a new showroom on 15th February, 2010. The showroom is located in Main Civil Lines Market of Allahabad, and is situated near 2 prominent malls of Allahabad.

In what was a spectacular beginning, Mr. Jadwani secured a prestigious order from Motilal Nehru National Institute of Technology (MNNIT), Allahabad, for furnishing their guest houses with Godrej Interio's range of guest house furniture.

MNNIT traditionally opted for wooden made-to-order furniture. However, Mr. Jadwani highlighted the various advantages of Godrej Interio's range, including eco-friendly materials, ergonomic designs, green processes and efficient packaging techniques, to secure the order.

Congratulations to Mr. Jadwani and his team for this first time order for guest house furniture. May you continue to receive repeat orders!

Mr S. K. Senapati of M/s 4S Interiors



Mr Ratul Mazumder, GM, along with Mr S. K. Senapati of M/s 4S Interiors, inaugurating the Exclusive Godrej Interio Showroom at Chandrasekharapur in Bhubaneswar

DEALER MILESTONES

Hearty congratulations to our partners who have bagged large orders!

NORTH ZONE

- ▶ Congratulations to M/s Wardhan Corporation for bagging an order of ₹ 235 lakhs from HCL, Chandigarh.
- ▶ Congratulations to M/s Handa & Chopra Sales (P) Ltd for bagging an order of ₹ 115 lakhs from Punjab Tech. University, Chandigarh.

EAST ZONE

- ▶ Congratulations to M/s L Kulabidhu Singh for bagging an order of ₹ 73 lakhs from Jawaharlal Nehru Institute of Medical Sciences (JNIMS), Guwahati.
- ▶ Congratulations to M/s ATC Agencies for bagging an order of ₹ 71 lakhs from IIT, Guwahati.

SOUTH ZONE

- ▶ Congratulations to M/s Saradha Agencies for bagging an order of ₹ 60 lakhs from SUN TV, Chennai.
- ▶ Congratulations to M/s Southern Agencies Warangal for bagging an order of ₹ 56.58 lakhs from IDTA Schools, Hyderabad.

WEST ZONE

- ▶ Congratulations to M/s Bhavya Enterprise for bagging an order of ₹ 74 lakhs from Anjuman I Islam, Mumbai.
- ▶ Congratulations to M/s Ramesh Agencies for bagging an order of ₹ 8 lakhs from District Court, Bhopal.

*For the complete list, please refer the DRDS.
List uploaded on DRDS -> Dealer Communication -> I-TALK.

Hearty congratulations to winners of I-TALK Quiz Vol 1, Issue 2

Mr. Arbindu Grover of
M/s. Swarnom Marketing, Delhi

Mr. Jagadeesha Babu & Mr. Ajay Kuncham of
M/s. Pushkara Sales & Service, Bangalore

Mr. Sanjay Laul of
M/s. Wardhan Corporation, Chandigarh

Mr. Subarna Banik of
M/s. Eastman, Kolkata

Mr. Mohan Jadwani of
M/s. Jamuna Marketing Pvt. Ltd, Lucknow



Please check the BRE for the quiz and answer some simple questions to win exciting prizes!

GOODWILL MATTERS

OBJECTION HANDLING IN SALES - ASK AND ALL SHALL BE REVEALED!



When faced with an objection, always ask “What do you mean by that?”

PROSPECT - “It’s just too much money.”

YOU - “What do you mean by that?”

PROSPECT - “I just haven’t got enough money left over from wages this month to fund this piece of kit?”

YOU - “What could you afford this month?”

PROSPECT - “About Rs.10000.”

YOU - “That will do for now. And you could pay the remaining Rs.6000 next month!”

PROSPECT - “Really? That’s wonderful.”

YOU - “Ok, let’s do that then...”

You need to qualify what the objection really means.

In this example, “Too much money” did not mean that the prospect could not afford it. Instead it meant the prospect “couldn’t afford to completely pay for it this month”.

So many sales people just hear “It’s too big” “It’s too much” “The time is not right” and then don’t question what the prospects mean by it. So many sales are lost with this approach.

I remember hearing a story about an elderly lady shopping for a new wardrobe in a well known furniture store. The sales assistant showed her a lovely unit and she fell in love with it.

“But it’s too big” she said.

“Ok, no problem – here are some smaller ones over here” replied the sales assistant.

So they both went over to look at some smaller wardrobes that were a lot less expensive too. “I’ll think about it” said the lady.

One week later the lady came back to the store to purchase the smaller unit but this time the manager of the store helped her. “I’ve come in for that unit over there” she said.

“No problem, let’s sit down and complete the paperwork” said the manager.

“It’s a pity that I couldn’t have that bigger one over there. You see, I came in to buy that unit last week, but it’s too big”.

“Oh, what do you mean by too big?” asked the MTD trained store manager!

“Well, it would look lovely in my bedroom. But I just can’t fit it flat-packed into my car!”

“That’s no problem at all – we’ll deliver it to your door!” said the manager.

Kerching! A sale, an upsell, and a satisfied customer!

The first sales person heard “It’s too big” and assumed it was too big for her bedroom. The second sales person asked what she meant by “It’s too big” and found out it was too big for her car!

So the ULTRA IMPORTANT lesson for you is this...

ASK “WHAT DO YOU MEAN BY...?”

It will get you a lot more sales!

Happy Asking!

*Bibliography - MTD Sales Training



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

