

MAKING IT BIG - LET'S WALK TOGETHER TOWARDS SUCCESS

Dear Partner,

As we stand near the end of a successful financial year, another one beckons. I would like to thank each and every one of you for all your enthusiasm, relentless efforts and dedication. These were what made 2010-11 such a grand success. Going forward into 2011-12, I am sure your efforts will only increase, making it an even bigger success!

I would like to take this opportunity to introduce to you the theme for the financial year 2011-12. "Faster. Stronger. Higher." What it essentially means is that in the coming year let's aim to grow faster, become stronger, and reach higher!

The new year will bring new challenges. Let's accept them. We shall venture into unknown territories. Let's conquer them!

We have the intelligence, the talent, the strength, and the power. Let's not settle for good. Because good is not good enough. Let's ensure we become exceptional!

Let's leave behind our old ways. Let's innovate. Let's be different. Let's be bold. Let's believe in ourselves, and charge forward!

I wish each and every one of you all the very best for the financial year 2011-12. Let us together grow faster, become stronger, and reach higher!

A handwritten signature in black ink, likely belonging to Anil Mathur.

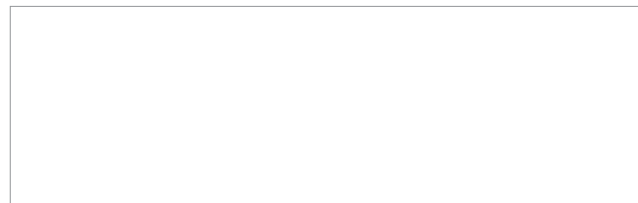
Regards,
Anil Mathur
C.O.O., Godrej Interio



THE NEWS INSIDE

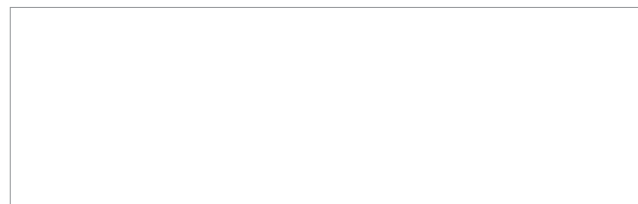
CHANNEL PARTNER NEWS - BRINGING YOU CLOSER

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



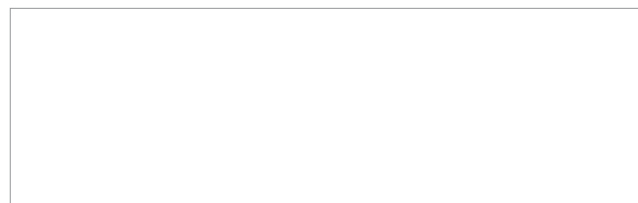
GREEN EDGE - OUR CONTRIBUTION TO SAVING THE PLANET

How we make our packing greener



PRODUCT MANTRA - THE SECRET TO SUCCESS

Storages can be colourful too!



SHOWCASE - ONLY AT GODREJ INTERIO

FASTER, STRONGER, HIGHER

Every year, Godrej Interio devises a theme which then defines how we go about our business.

The theme for this year is "Faster, Stronger, Higher..."

We have taken the cute 'Kung fu Panda' and his disciplined mentor 'Shifu' as the mascots to enliven the theme

The idea behind the theme is that we have got the intelligence, the talent, the strength, and the power. And while we might already be successful, it is not enough. Because good is not good enough. We have got to be exceptional!

And here is how we do it. Leave our old ways. Innovate. Let's do things differently, believe in ourselves and let's get started.

These are the three secret ingredients.

Step No. 1 : Work faster, not harder. Look at Kung fu Panda, despite his size he puts his mind to a task and is able to work really fast.

Step No. 2 : You have got to become stronger. So strong that even your deadliest enemy can't get to you.

Step No. 3 : You have got to aim higher. Much, much higher. If you are faster and stronger, you will definitely get there. The faster you go, the stronger you get. And the stronger you get, the higher you climb.

Faster, Stronger, Higher.



ABP Highlights

Keeping "Faster, Stronger, Higher" in our ethos, we are sure to do exceptionally well in the year 2011–12.



So here's what Institutional business can look forward to in the New Year:

- Launch of new and fascinating products in Desking, Storages, OPOS and Seating – watch out for more details in the coming issues of I-talk and on DRDS
- SPRUCE UP – revamping of dealer showrooms to enhance Godrej Interio's image
- Club Eminence – a new priority channel partner program
- Rewards and recognition scheme for Dealers and dealer sales staff on DRDS – already begun with 'Amazing Amigo Offer'.
- Leveraging green platform
- Leveraging Wellness@Work
- Marketing communications
 - Product Launches to enhance visibility – e.g. Wish, Linea, ACE at IIID
 - Ergo Zones @ COCO stores and potential dealer outlets
 - Communications – PR/Advetorials – giving image change and visibility
- Thrust areas on education, retailing, SME, SOHO segments and revisiting segments like banking
- Leveraging IT as a platform for communication – greater use of DRDS to increase speed of information
- Interactive issues of I-TALK



TRADITION OF INNOVATION

Godrej Interio had the opportunity to launch its latest innovative office furniture amidst key architects at IIID's (Institute of Indian Interior Designers) National Convention 2011, which took place in Jaipur on 3rd February 2011. Over 900 people across the country attended the 3-day event.

The theme was "Tradition of innovation" and Godrej Interio was a part of this event in an innovative way – jara hatke! There were no physical products in the stall space, only virtual ones! No boring presentations, but still conveying the message exactly right! We even put up our own furniture all around the campus – so that people could actually interact with and experience the products first hand. And finally – launching our latest products in a room full of 900 unsuspecting people, with dance, songs, lights and a lot of style!



Designers Neerav, Sagnik and Lalitesh - on stage - giving a small talk on their products

The first product to be launched was WISH, a slim and sturdy panel based system designed by Lalitesh Mandrekar. It was followed by the unveiling of ACE, which was designed by Nirav Shah and French designer Antoine Phelouzat. This is the first multi-national design by Godrej Interio. It combines European design and Indian ergonomics, and was the highlight of the event. Making for an impressive follow up act was LINEA, a minimalist desk based system designed by Sagnik Biswas.

The next day, the attendees at IIID were in for an even bigger treat. Godrej Interio's association with IIID goes a long way back. Two years ago, we had announced a design competition that received an overwhelming number of entries. This was followed by the demanding task of short-listing an innovative, functional and commercially viable furniture concept. A five feet tall box that could be moved around and converted into a portable workstation for two won the design competition. This year at IIID we announced the launch of this product, OUT OF THE BOX, in the market.

Godrej Interio will be announcing the Godrej Interio Innovation Awards at the next IIID. Let's just say that we need to wait and watch for the future innovation that will be coming your way!

RECOGNIZING AND REWARDING ACHIEVEMENT OF CHANNEL PARTNERS



One of Godrej Interio's strengths has always been its extensive as well as intensive distribution network. Needless to say, this network plays a pivotal role in portraying Godrej Interio to our customers, building the brand and providing exceptional customer service.

To recognize the efforts put in by our channel partners in terms of growth and vision, sales turnover, showroom display and other infrastructure, which will propel them to galloping growth rates, Godrej Interio has something in store for you.

Launching CLUB EMINENCE – The exclusive priority club for channel partners. This club will provide a host of benefits and special inputs to club members.

For more details on how to become a part of this prestigious club, please contact your respective deputy manager or Interio Head. Alternately you can check on DRDS in dealer communications.



“It takes a certain level of aspiration before one can take advantage of opportunities that are clearly offered.”

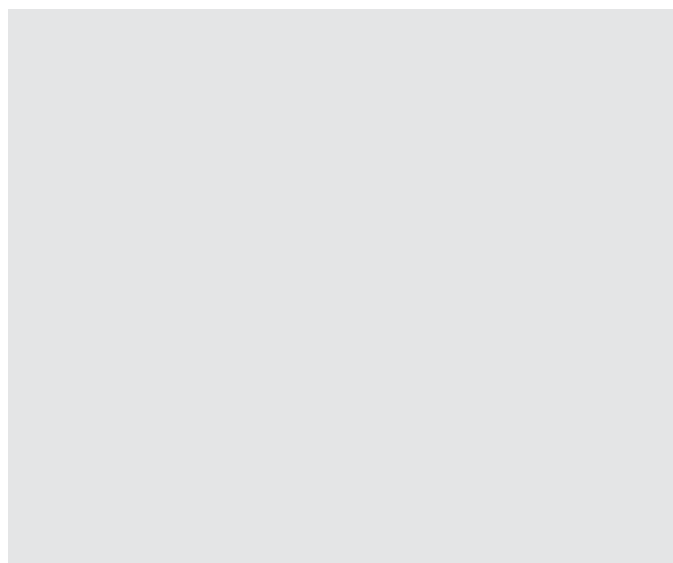
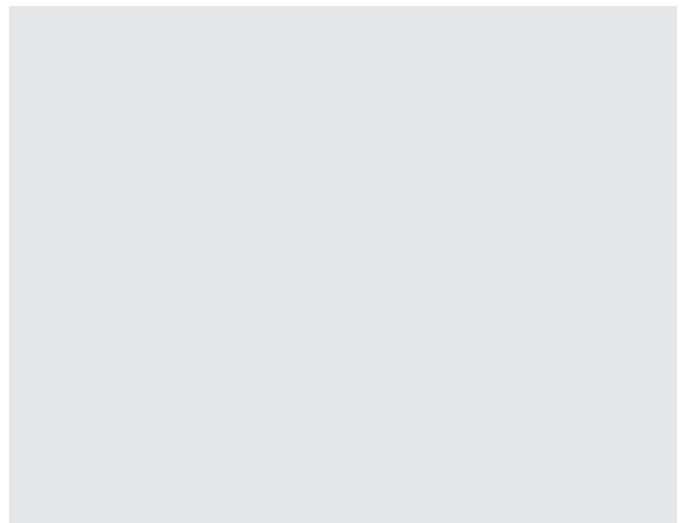
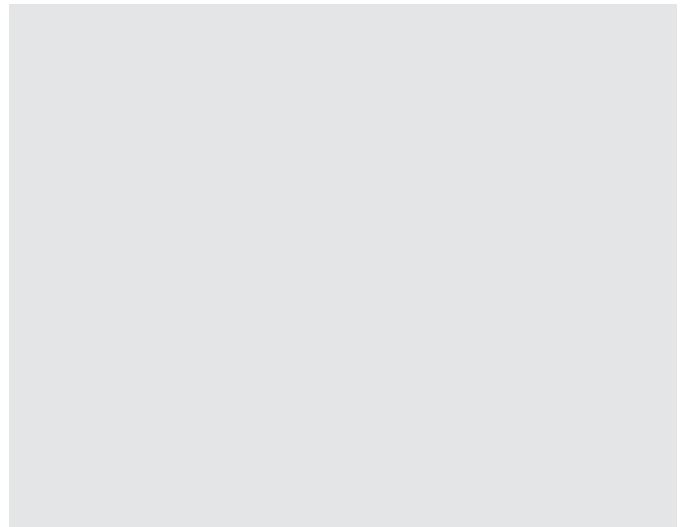
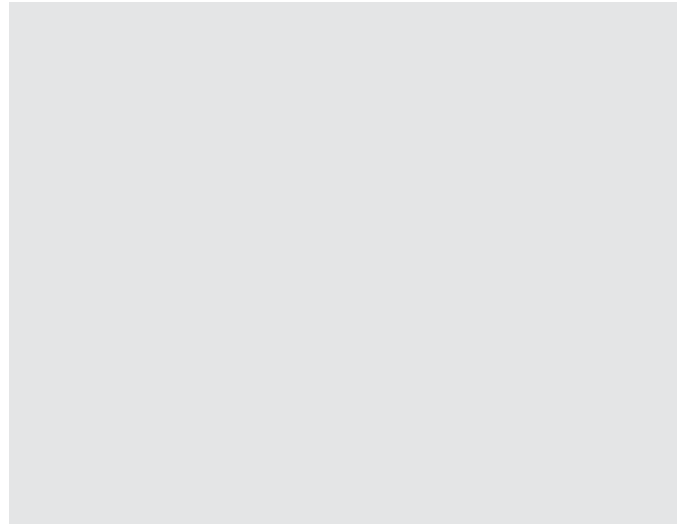
- Michael Harrington

ENTERPRISE

ENTERPRISE is a range of enhanced unitized tables that have been designed to cater to the changing needs of our customers in Government and PSU organizations. They symbolize the perfect balance between aesthetics and functionality.

Key features:

- A unique design combination of wood and steel. Wood makes for great aesthetics while steel adds to the sturdiness.
- You can carry out routine paper work while also using the PC.
- Users interaction with the visitor is also easier.
- Available in four width options - 1200, 1350, 1500 and 1650 mm.
- Available in five new, trendy colours that will make offices brighter.
- Built-in wire management ensures all wires stay concealed, giving a clean, uncluttered look.



ACE

European Design. Indian Sensibilities. A chair for tomorrow!

Ergonomic Design

Sized to seat up to 95th percentile of Indian population.

Comfort

- The seat has contoured foam to provide higher contact area and increased seating comfort.
- ACTIVE BIO-SYNCHRO mechanism has an automatic back tilt tension adjustment based on the user's body weight. This along with the seat 'glide' function during tilting ensure proper lower back support and encourage a healthy seating posture.
- The self adjusting BIO-FLEX lumbar support ensures uniform support to the lumbar in any tilt position.
- The saddle support PU top adjustable armrests provide soft contours at all the touch points.

New Age Recyclable Materials

- ACE is primarily built with engineered plastic and aluminium, which is fully recyclable.
- Structural mesh on the back allows ventilation and prevents hot spots, which gives a modern look.
- ACE does not contain any wood or wood based material, hence it is eco friendly.



WELLNESS @ TODAY'S WORKPLACE

To create greater value for our customers and to sell our products profitably, we at Godrej Interio have adopted a new approach of selling Ergonomically Designed Office Chairs.



The work pattern, style, duration and posture are changing across modern offices, which essentially means remaining glued to the workplace longer. The higher sedantry life style leads to pain and discomfort in the muscles / joints of the back, neck, shoulders and wrists, giving rise to new diseases known as Musculo-Skeletal Disorder (MSD).

Keeping this in view, the guiding principle for the Godrej Interio Seating Team is:

“Right Chair + Right Posture = Healthy Seating”

The Ergonomic Cell was established and the “Wellness @ Work” campaign was envisaged to enhance the efforts of communication of the guiding principle to customers and end users. An e-mailer – wellness tips and magazine campaign was designed and launched highlighting the key problems in modern offices and ergonomic solutions for the same.

For more than 58 weeks at a stretch these tips have been sent out and have reached more than 4 million touchpoints. Many organizations share these messages with their employees by uploading it on their intranet and notice boards.

Many ergonomic services have been rolled out on a chargeable basis for our customers. These include:

- Wellness Awareness Workshops
- Wellness Champion Programs
- Ergonomic Audits

These services are also available for customers of our channel partners.

Wellness @ Work is a Godrej Interio initiative committed to helping improve the health of employees in modern workplaces. To know more, email to dr.sitright@godrej.com.

SUSTAINABLE TRANSPORTATION



As the world has progressed, the modes of transportation have become more sophisticated, but less greener. Does that mean we should switch to primitive modes for

greener transportation? Most certainly not! It implies that we use the current modes responsibly so that they are sustainable in the future. Having established this, Godrej Interio gives special importance to transportation as a key function in the product lifecycle.

Air, rail, road and water are the dominant modes of transportation and each of them has a green impact. Apart from burning fuel, transport also causes air pollution, greenhouse gas emission, land usage for infrastructure, depletion of natural resources, etc. All of these deteriorate the environment steadily. The table below gives a comparative evaluation of these four modes of transportation on five parameters.

Higher the speed of delivery, more power is consumed by the said mode of transportation. This leads to higher carbon emissions and more use of fossil fuels. Accessibility of the product refers to the need for further transportation of the goods. Higher the

accessibility, greener is the transportation mode. A high load carrying capacity ensures more material is carried out with fewer trips, thus proving beneficial for the environment.

Godrej Interio makes use of all of the above modes, depending on what the situation demands and detailed planning is done to ensure reduced impact of transportation on the environment while also considering the transportation objectives.

The flagship effort in this direction, which surpasses all efforts, is flat packing design initiated for almost all products of Godrej Interio. This ensures more can be transported in lesser space due to reduced volume, ensuring lower carbon footprint per product. Moreover, conscious efforts are made to transport goods and people in an eco-friendly manner.

Godrej Interio uses roadways extensively for transportation within the country. Waterways are used for foreign destinations only. Airways are only used for critical orders as this mode has the highest impact on the environment. All in all, Godrej Interio contributes to the environment by use of greener modes of transportation for its products.

To know more on what Godrej Interio is doing to make transportation a greener process, catch our next issue...

Evaluation Parameter				
Speed of Delivery	Fast	Slow	Slow	Moderate
Accessibility of the Product	Low	Moderate	Moderate	High
Load Carrying Capacity	Very Low	High	Moderate	Low
Cost (ton / km)	Very High	Low	Low	Moderate
gCO ₂ emissions in gm / tonne km	497.1	52.8 (for a container ship)	6.2	49.7 (for a 16 ft truck)

DEALERS MILESTONE

Swan Agencies, Nasik, "spruce up" their showroom

Swan Agencies "spruced up" the institutional section of their showroom to showcase the new imagery of Godrej Interio.

The area allocated to institutional products underwent a complete transformation with walls repainted in bright colours, lighting enhanced, placement of colourful in-store communication, and most importantly, prominent display of new products in the showroom.

Mr. Ajay Bhurade (Dealer Principle) was extremely enthusiastic and co-operative in this pilot project of "Sprucing Up" Dealer Showrooms. We also thank the Pune branch and Mr.Freddy Khapoliwala for their continuous support.



Keep an eye on this space to catch out latest Channel Development initiative – SPRUCE UP!

Winners of Quiz

Congratulations to all Winners of the Quiz.

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

Jagadeesha C A Babu	Pushkara Sales & Services
Gurunadham Billu	Sri Raghavendra Furnitures
Arbindu Grover	Swarnom Marketing
Haamjr A	Nachiyar Hitech Interiors
Dhiren A Shah	JJ Wood Studio
Senapati S K	45 Interiors

Quiz Answers for Issue III

- Which of the following are not used as packing material at Godrej Interio – Rubber
- Which of the following is not a feature of SEDNA seating system – Auto return for High-back and Mid-back chairs
- Which colour of STORAGES has been recently discontinued – Matt Lemon
- What application area is the new Table – Insight – ideal for – Reading Rooms
- All storages except Unite, Optimizer and TDU are available in new colours – TRUE

Winners of T-90 scheme

The Seating Marketing Team had launched the T-90 scheme for the months of Dec-2010 to Feb-2011. The scheme received a tremendous response. A total of 32 dealers qualified for the topmost slab and/or foreign trip to amazing Thailand.

A total of 210 dealers qualified under the scheme.

Top contributors to the scheme were:

Dealers partners	Sales Amount
Interiors Today	Rs. 1.2 Crore
Bharat Commercial Agency	Rs. 1.15 Crore
Standard Trading Company	Rs. 83.6 Lakh
Indian Stores	Rs. 54.36 Lakh
Handa and Chopra	Rs. 52.80 Lakh
SS Traders	Rs. 48.85 Lakh

Congratulations to ALL the winners and kudos for making the T-90 Scheme a great success. To see if you have made the cut, log on to DRDS for a complete list of Scheme achievers.

INFO DESK

COCO CASE STUDY



We all know the famous marketing idiom, “Jo dikhta hain wo bikta hain!” But here is a live example of how display of a product can result in increased sale through retail outlets.

A new desking product, WORK, was introduced in July 2010 after thorough research on the product basket of the retail segment and benchmarking of competitors products. WORK is loaded with intelligent features, is compact and competitively priced.

We started our retail product push through COCO stores. We made it mandatory to display WORK in 22 of our iconic COCO stores. We began by clearing all the aging stock at the showrooms to make space for the display of the table. We then sent 1 table for display at each of the 22 iconic COCO stores across the country. Next, we built a buffer stock at HO for faster replenishment to the branches and COCO stores. We also sent a minimum of 5

pieces to the branches to keep as stock for quick deliveries to customers.

WORK received an amazing response from customers at most ICONIC stores. There were enquiries from as soon as the product was displayed. The biggest bonus being Karaka Store in Ahmedabad bagging an order of 20 WORK tables.

We urge our channel partners to also start displaying WORK at their showrooms so that they may also reap the benefit of a well researched retail product.

The next product category in our retail product push will be WHITE STORAGES. We look forward to your support and enthusiasm.

I TALK TEAM:

Vivek Sthalekar – Dealer Champion

Dealer management and development is Mr. Sthalekar's domain. He brings on board a huge amount of experience and expertise. Foraying into new and alternate channels, collaboration with other allied industries and overall channel development and marketing initiatives are his key responsibilities

Shreya Jalan – Deputy Manager, Communication Cell

Ms. Jalan's creative expertise brings color and flamboyance to every issue of I-TALK. She also handles all advertising and sales promotion for institutional products. She has completed her Economic honours and an MBA in marketing.

Nilisha Ferrao – Deputy Manager, Channel Development

Ms. Ferrao looks after marketing initiatives for all institutional channel partners. Pragati training, I-TALK, DRDS, Club Eminence and other marketing initiatives are her focus areas. She has completed her MBA in marketing.



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

