



THIS DIWALI LET'S LIGHT UP OUR LIVES WITH ACHIEVEMENTS!

Dear Partner,

Let me take this opportunity to wish you, your staff and all the family members a very Happy Diwali!! May this season herald the promise for a greener and better tomorrow.

At the onset, let me thank you for all your support and feedback towards the first volume of I-TALK, which has really helped us to come out with this latest issue. The idea behind I-TALK was to facilitate greater bonding and to develop a platform for information and knowledge sharing. Your feedback has really encouraged us to take the small step along with you, towards success.

Our second issue, like the previous one, has it all; new products, new initiatives, channel partner news, green initiatives and various other events happening across Godrej Interio. I am sure these will help us in achieving this year's Interio mantra - "Make It Big".

Hope you enjoy reading! We await your participation in the next I-TALK volume.

Thank you,

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



THE NEWS INSIDE

CHANNEL PARTNER NEWS - BRINGING YOU CLOSER

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GREEN EDGE - OUR CONTRIBUTION TO SAVING THE PLANET

How flat packaging helps reduce carbon footprint



PRODUCT MANTRA - THE SECRET TO SUCCESS

SUPREMO - High performance chairs



SHOWCASE - ONLY AT GODREJ INTERIO



WHAT'S NEW ON DRDS

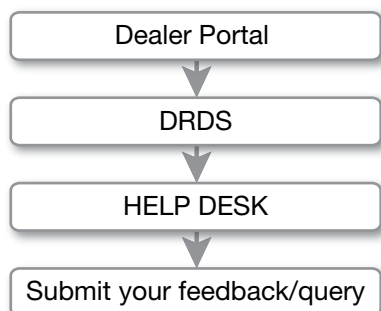
Launch of HELP DESK

At Godrej Interio we understand that unrestricted communication and sharing of views and feedback between partners are the cornerstones of a strong and beneficial relationship. Hence, we always like to keep ourselves accessible to our Channel Partners.

We have now begun the HELP DESK feature on DRDS. This feature allows our Channel Partners to share their feedback and clarify any doubts or queries related to product information, training material, or any other area of concern.

Your feedback and queries will be received by the Channel Development Team, and will then be redirected to the concerned department for immediate action.

How to access the HELP DESK:



Get to know first – Incentive Schemes on DRDS

We understand that as a Channel Partner you look forward to schemes and promotions from the company to help you maximize business opportunities. In order to facilitate quick and easy access to these schemes and incentives we have uploaded all information on DRDS.

The following Incentive Schemes have already been uploaded on DRDS.

- Seating Splash Scheme
- High-End Suite – Special Scheme
- Office Storage Scheme





HOW FLAT PACKAGING HELPS REDUCE CARBON FOOTPRINT

Godrej Interio is one of the pioneering companies to use knock-down designs to reduce carbon footprint. Knock-down designs ensure the product is transported in flat packets and more numbers of the same can be transported in same number of vehicles. Thereby, saving transportation fuel and related carbon emissions.

Let us illustrate the same with the help of an example:

Dealer X	Dealer A
Dealer X in Pune receives an enquiry of 120 Storwels from customer Y in Pune.	Dealer A in Pune receives enquiry for 120 Storwels from customer B in Pune.
He sells the Welded Storwel to the customer.	He explains to the customer the benefits of buying knock-down Storwels and convinces him to buy the same.

We will now evaluate the carbon footprint for each Dealer in context of packaging of the product. The Storwel, manufactured at the Vikhroli plant, will be transported by the standard 18 ft truck to Pune. Each 18 ft truck can accommodate 27 welded Storwels and 120 knock-down Storwels. Distance to both customers in Pune is approximately 110 km. Average truck mileage under normal conditions is 13 kmpl. Each truck will use approximately 8.5 litres of petrol. Carbon emission per litre is 2.32 kg.



Dealer X	Dealer A
To transport 120 welded Storwels, Dealer X will have to book 5 trucks. ($120/27 = 4.44$ i.e. 5 trucks)	To transport 120 knock-down Storwels, Dealer A will have to book 1 truck.
Total petrol used = $5 \times 8.5 = 42.5$ litres	Total petrol used = 8.5 litres
Carbon emission = 2.32 kg $\times 42.5 = 98.6$ kg of CO_2	Carbon emission = 2.32 kg $\times 8.5 = 19.72$ kg of CO_2

The carbon emission for Dealer A is 78.88 kg less, or $1/5^{th}$ of Dealer X.

The above case study explains how flat packaging can help reduce carbon footprint. And hence, Godrej Interio, as an environmentally responsible company, has been focusing on knock-down furniture designs.

What is Carbon Footprint?

Carbon Footprint is the total Greenhouse Gas (GHG) emission caused by an organization, event or product, often expressed in terms of the amount of carbon dioxide, or its equivalent of other GHGs, emitted.

**The above calculations are approximate.*



PRODUCT MANTRA THE SECRET TO SUCCESS



DESKING SYSTEM - WORK

WORK is the perfect business partner for small to mid-sized enterprises and home offices. An all-wood work desk with a pedestal; it wears a subdued minimalist elegance. Adequate storage and neat wiring add to its utility.

Salient features:

- An active work surface with a clean work top
- Free-standing pedestal with adequate personal storage
- Accessories like the CPU Trolley and KBPT to reduce clutter
- Provision for neat wiring flow with cut-outs on both sides
- Available in three colors:



Silver Oak



Maldau Dark
Acacia



Bavarian Beech



RELISH – CANTEEN TABLES

RELISH is a stainless steel top table with MS powder coated understructure. It is a simple and functional canteen table that is idly suited for both corporate cafeterias and factory canteens.

The stainless steel top makes it extremely easy to clean the table, facilitating ease of maintenance. The top is supported with particle board to give the table adequate strength.

RELISH is available in two variants:

- 2-Seater Configuration
- 4-Seater Configuration





SUPREMO - HIGH PERFORMANCE CHAIRS

SUPREMO is a range of executive chairs that are designed to be more... to do more. This ergonomic chair delivers extreme comfort and facilitates productivity. Having wide variety of features, the chair empowers excellence.

The range includes the following chairs: High-back with headrest, Mid-back and Visitor.

SUPREMO chairs boast of the following features:

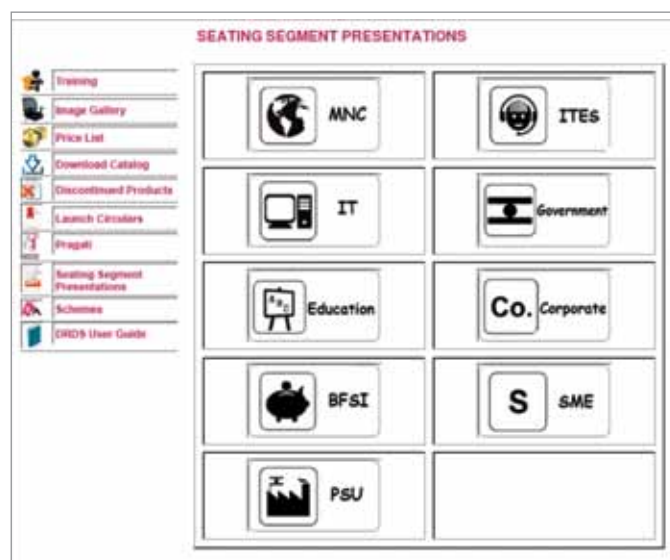
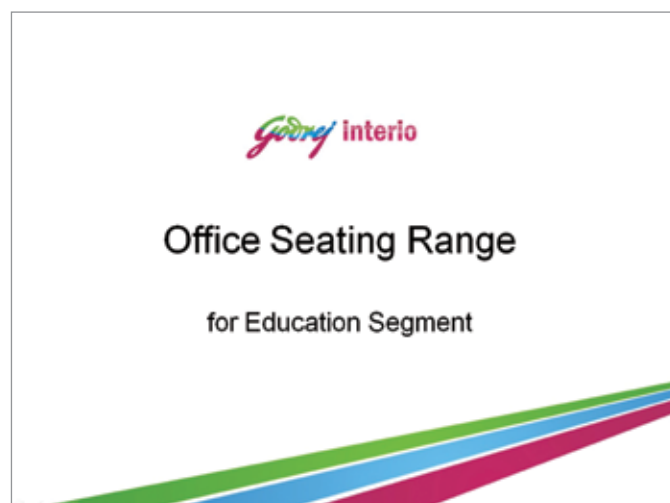
- Pneumatic seat height adjustment
- Knee tilt synchronous mechanism
- 5-position locking
- Tilt tension locking
- Chrome-plated fixed armrest
- Pure leather on all contact areas
- 5-pronged die-cast aluminium pedestal



SMART BUSINESS TOOLS- SEATING SEGMENT PRESENTATIONS

Winning business depends not only on offering a good product, but also on how well you present the product. Hence, our Seating Marketing Team has designed a series of 'Seating Segment Presentations'. These presentations are extremely useful sales tools and will help you sell better to segment specific customers. These presentations showcase the right product for the right application. E.g. Training Tables, Principal and Staff Furniture, Library, Canteen Furniture, etc., for Educational Institutions.

All the Seating Segment Presentations have been uploaded on DRDS so that they can be easily downloaded and used by your sales team to make a polished and professional business pitch.





PUNE DEALER MEET

Our Pune Branch organized their annual WD Meet in Goa on 9th and 10th July, 2010. Around 30 dealers from Nagpur, Aurangabad, Nashik and Goa were present at the meet.

The welcome address was delivered by Mr. Firdaus Dinshaw (Interio Head), followed by a presentation by Mr. F K Khapoliwala (GM - Sales), which highlighted our business plan for the year 2010-11. Mr. Vilas Tatkare from our Head Office also graced the occasion.

The management and the dealers attending the meet also participated in some fun. The WD Meet concluded with a prize distribution ceremony, where both performing and upcoming WDs were given awards. Special Recognition Awards were also given to recognize the significant efforts made by WDs.

The following awards were given at the meet:

Super Star WD - Indcon Sales Link Pvt. Ltd.

Rising Star WD - Hycon Sales

Star WD - Nagpur Gas Domestic Appl. & Serv. & Labhdayak

Spl. Recognition Award - Nidhi Sales Corporation, Kedia Agencies, Kothari Gulabchand Fulchand & Shalgar Sales Agency



Indcon Sales Link Pvt. Ltd. receiving award for Super Star WD



Hycon Sales receiving award for Rising Star WD



MUMBAI DEALER MEET

Our Mumbai branch organised their annual WD Meet at Mystic Valley Resort on 15th and 16th July. Over 84 dealers attended the meet. Mr. Naresh Tahiliani, Senior General Manager - Seating and Mr. Seshadri Iyer, National Sales Manager were present from Head Office.

Mr. M. Seshadri made a presentation which comprehensively covered our Green products and our other green initiatives.

The following awards were given at the meet:

No. 1 Dealer Billed Sales Institutional Category - Classic Enterprise

New Customer Acquisition Award - A R Kay Enterprise

Biggest Single Order - A R Kay Enterprise

Hearty congratulations to all! Keep up the good work!



Mr. Naresh Tahiliani (Senior GM - Seating) awarding M/s Madhav House



DEALER MILESTONES



Congrats to Mr. Vikash Agarwal of M/s N.G. Mercantile on opening an Exclusive Godrej Showroom at ITAG Plaza in Guwahati



Congrats to Mr. Subarna Banik of M/s Eastman on opening an Exclusive Godrej Showroom at Salt Lake City in Kolkata



Congrats to Mr. Nilesh Thakkar of M/s NT RMC on opening an Exclusive Godrej Showroom at Shivaji Nagar in Nanded

Hearty congratulations to our partners for opening/renovating a showroom!

Mr. Binayak Prasad Sahu of M/s Sahu Sales Agency, Orissa, for opening new showroom

Mr. Ravi G of M/s P Obul Reddy & Sons, Chittoor, for renovating showroom

Mr. N Udaya Kumar Reddy of M/s Chengalva Agencies, Kadapa, for renovating showroom

Mr. Rajesh Jain of M/s Sha Juharmal Phoolchand, Sirohi, for opening new showroom

Mr. Vikram Gupta of M/s Glass Palace, Chandigarh, for opening new showroom

Hearty congratulations to our partners who have bagged large orders!

Name	Company	Client	Product	Order Price
Mr. Vikram Gupta	M/s Glass Palace, Chandigarh	National Institute of Fashion Technology	Hostel & Classroom Furniture	₹ 1 crore
Mr. Binayak Prasad Sahu	M/s Sahu Sales Agency, Orissa	Fakhir Mohan University of Balasore	Lab Furniture	₹ 39 lacs
Mr. Aravapally Srinivas	Southern Agencies, Khammam	A P Gurukulam Residential School	Furniture & Storage	₹ 36.85 lacs
Mr. Subarna Banik	M/s Eastman, Kolkata	Mathya Shiksha Parishad	Desking, Sitting, Storage	₹ 35 lacs

Hearty congratulations to our partners for their personal milestones

Mr N. Udaya Kumar's son, Mr. N R Sukruth, got free seat in merit at Manipal University in B.Tech.

GOODWILL MATTERS



HOW TO GENERATE MORE REFERRAL BUSINESS

Referrals are a powerful business tool. It is a fact that people would rather do business with people they know, than with strangers. So why is it that, while we understand this, we don't practice it enough?

Change your thinking!

Imagine your business as an infinite web of relationships. Every one of your business contacts is connected to dozens of other contacts. The relationships are out there, but it's up to you to actively pursue them. Don't feel awkward about asking for referrals. People give referrals only if you deserve them. Getting a referral is the highest compliment.

But how do you go about getting referrals? Here are the 5 commandments:

1. Provide consistently great service

To get more referrals you need to first ensure your services are worth referring. Remember, when someone refers your business to a friend, that person's reputation is at stake too.

2. Give customers incentives for referrals

Motivate your customers to refer you. You can give them a discount on future purchases for each referral.

3. Don't be afraid to ask

There's nothing wrong in asking for referrals. If you've provided great service and the customer is happy, ask them to spread the word. They'll be happy to do it!

4. Partner with complementary businesses

One way to get more referrals is to partner with complementary businesses that you can swap referrals with.

5. Look for networking opportunities

Let people know who you are and what you do. Even if they don't need your services, they may know someone who does. Keep your business card on you at all times!

Here are some additional tips for generating a steady stream of referrals:

- Make referrals part of your initial agreement when you begin working with a new customer.
- Whenever a customer compliments you, respond with a thank you, quickly followed by a referral request!
- Collect referrals at every client meeting.
- Set a weekly goal! Keep track of the number of referrals you ask for each day.
- One of the most powerful ways to elicit referrals is to give them generously yourself. Most people will appreciate the referrals, and may respond in kind!



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Enter DRDS



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Click on I-TALK



Give your feedback