

Dear Channel Partner,

With the changing customer needs, both in terms of products & services, it is imperative that we not only continuously innovate new products but improve and implement new systems & processes which suit the changing customer needs and also make business processes more easy & convenient.

As a part of this initiative, we have recently launched Godrej Interio's Customer Quotation System which will help in maintaining brand identity and give accurate offers.

Godrej Interio is a growing family and each member of this family is consistently giving their best to make it stronger. To recognize their efforts we have started the WD TALK section in which they can share their eventful journey with Godrej Interio.

To keep business momentum going and to face future challenges, we will need to arm ourselves with not just conventional but also unconventional ideas.

I look forward to hearing from you all on ideas that will grow our business and wish you all the very best for the coming season.



Anil Mathur
C.O.O. Godrej Interio



THE NEWS INSIDE

CHANNEL PARTNER NEWS - BRINGING YOU CLOSER

Channel Partner News



GREEN EDGE - OUR CONTRIBUTION TO SAVING THE PLANET

Zero Waste Water Discharge



PRODUCT MANTRA - THE SECRET TO SUCCESS

Seating - Matrix



SHOWCASE - ONLY AT GODREJ INTERIO

CHANNEL PARTNER NEWS

The marketing team of Godrej Interio has dedicated this quarter to complete focus on the WD sales people from the east and the south zones. The sales people were taken through various new products which were introduced for the B2B segment. They not only brushed up on their technical skills but were also made to present on various products to improve their presentation skills. The branches did an exceptional job in making the necessary arrangements for the training.

In Kolkata, this training session covered 65 WD sales people from Kolkata, Patna, Ranchi and Bhubaneshwar. Vice President Mr. Ratul Mazumdar addressed the sales person and gave them a motivational booster. The WD sales persons were taken through Desking, Modular Furniture, Storages, Seating, Labs and Service training.

Similar training programs were held at Hyderabad, Chennai and Bangalore. In all, around 110 WD sales person have been covered so far.



Pragati Training - EZ sales person



Pragati Training WD principals external faculty

CUSTOMER QUOTATION SYSTEM LAUNCHED

To make partner businesses more easy and convenient, Godrej Interio's customer quotation system was launched in the month of June. Now you can get an accurate prices on the quotes you submit directly picked up from our MIS. It has features where you can maintain your personal information as well as register the customer information. You can also keep the quotation records. If you have any query or want any kind of help you can directly access to Godrej Interio's management team with the help of this site.

The steps needed after logging into the site

- 1) Register your customer in the system for repeat quotation preparation



- 2) Prepare quotation where:

- a. Prices will be generated automatically
- b. Images of the products will be attached in the quotation automatically
- c. Save the copy of quotation in PDF and print it in your letter head
- d. Amend and revise the quotation as and when required
- e. Analyse the quotations v/s conversion on a timely basis.

This system is accessible through the dealer portal
<http://www.esalesnew.godrej.com/ESales/Login.jsp>



ZERO WASTE WATER DISCHARGE

“Zero discharge is recycling of all industrial wastewater i.e, treating of all wastewater so that it can be reused in the process and wastewater release can be avoided.”

India's average annual surface run-off generated by rainfall and snowmelt is estimated to be about 1,869 billion cubic meters (BCM). However, it is estimated that only about 690 BCM or 37% of the surface water resources can actually be mobilised.

Water, being a very important resource for domestic and industrial purposes and its renewability questionable, it is very important that we ensure its judicious use. At Godrej Interio, we have taken up the mission of achieving 100% water recyclability.

Godrej Interio has 3 major manufacturing facilities- Plant 13, Plant 14 and Plant 04 in our Vikhroli campus, Mumbai, Bhagwanpur in Uttarakhand and Shirwal near Pune.

In our Mumbai based manufacturing facilities, we use municipal, treated and well water for both domestic use and for our manufacturing processes. And at other locations ground water is major source of water for domestic and manufacturing processes.

Municipal water is precious water for all of us as the same water is distributed all over the city for daily use. We are trying to reduce our municipal water consumption by replacing it with well water, treated water and re-circulating the same water in our manufacturing processes. We use well water and treated water in manufacturing process like pre-treatment in powder coating, cooling in spot welding and automatic bending machines.

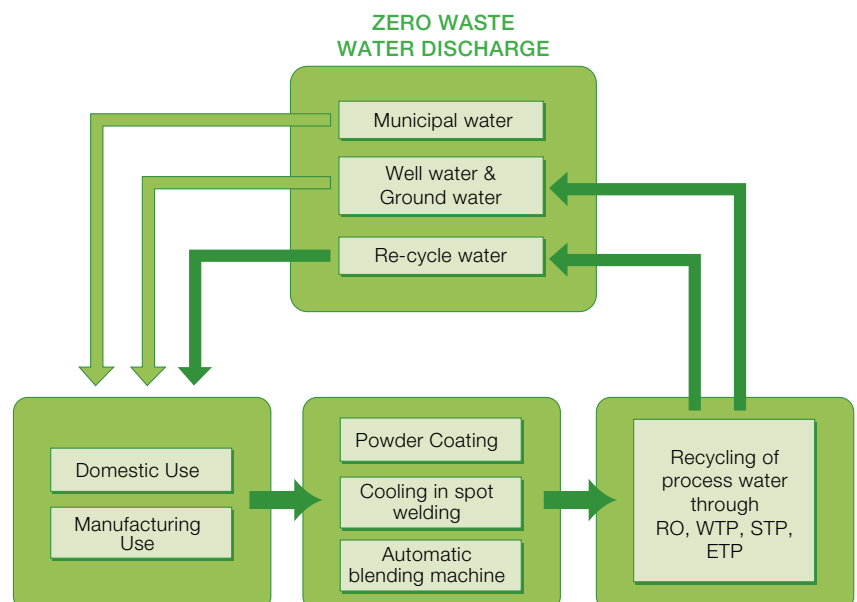
In our plants, powder coating is a major water consuming process. We have installed Reverse Osmosis (RO) water treatment plant to recycle the waste water from the pre-treatment process. In RO water treatment, we use ETP (effluents treatment plant) water and well water. Waste water after pre-treatment is discharged in ETP. So this completes the cycle of water and we reduce the waste water discharge.

We use water in cooling of machines, where heat is generated or heat is required for its operation. Water used in these operations can be reused. So we have set up re-circulating water tanks to avoid the use of fresh water every time for cooling thereby, avoiding unnecessary discharge of water.

India's rechargeable annual groundwater potential has been assessed at around 431 BCM in aggregate terms. On an all India basis it is estimated that about 30% of the groundwater potential has been tapped for irrigation and domestic use. However, the regional situation is very much different and large parts of India have already exploited around 94% of their groundwater resources. Areas with depleting groundwater tables are found in Rajasthan, Gujarat, most of western Uttar Pradesh and in all of the Deccan states.

As we drawing the ground water from natural resources, like wells and bores for our Bhagwanpur and Shirwal plant, we are reducing the limited quota of water storage in earth crust. To replenish the ground water we are looking for more options like ground water recharging and rain water harvesting within our manufacturing plant campus.

So, by recycling of process water through RO (Reverse Osmosis), WTP (Water treatment Plant), STP (Sewage treatment plant), ETP (Effluent treatment plant), reducing the process and domestic water consumption by taking initiatives, we are close to the target of 100% water recycling i.e, ZERO WATER DISCHARGE.



SEATING - MATRIX

Thanks to refreshing Matrix that now waiting areas or customer interfacing areas in banks, booking offices, hospitals, clinics, air ports etc. will no more be uncomfortable. It is a perfect example of “innovative, customer insight driven” product design that defines the philosophy of Godrej Interio. It comes with wide seat, modular design and allows user to choose the configuration best suited to their waiting area needs.

The configurations and options includes 2 seater, 3 seater, 2 seater with 2 side tablets, 3 seater with 2 side tablets. Optional elements like armrests, seat cushions, bottle / file holder, 90 degree connectors can be added as required to meet user specific requirements. For hospitals/clinics, we have a special anti-bacterial powder coating finish which keeps product free of microbial growth and infections.

Its design features rounded edge profile for ensuring user safety. Simple cross beam allows easy cleaning at every corner



of the seat whereas extended cross beam creates required personal space between seats. Unique leveling shoe design with integrated aligners ensure proper leveling & perfect back to back alignment for a neat look.

STORAGE - D6 OPTIMIZER

Space has always been a greatest concern in storages as it is limited, premium and hence needs to be optimally utilised. To ensure space optimization, Godrej Interio introduced D6 optimizer. This 6 bays optimizer goes beyond the usual offering of maximum 5 bays. Its heavy duty understructure offers higher uniformly distributed load per shelf of 70 Kgs which is 75% more than the standard D5 optimizer. Its body dimensions are the same as the standard optimizer.

It also features sleek Drive Cover Unit with label holders provided on each body for ease of identification and retrieval. Each body in D6 optimizer has individual locking similar to the new Optimizer.



Standard Optimizer vs D6 Optimizer

Feature	Standard optimizer	D6 Optimizer
Offering	Single static, Twin Mobile, Single Last	Single static and twin mobile (Single last cannot be offered as anti-toppling mechanism cannot be provided owing to the heavy duty under structure)
Closing	Closed by single last unit in the end	Closed by hinge doors on the last twin mobile unit
Central Locking	Locking stiffener on the back side of single last unit	Locking stiffener on the drive cover of the twin mobile unit
Understructure	Single Piece understructure	Understructure divided in two pieces

DESKING – NAMASTE



The welcome innovation that is transforming education.

The nature of education has evolved. No more teaching by a verbal delivery process but in a more interactive way of learning; like real-time discussions, problem solving, etc. This is where Namaste comes in to facilitate this new way of learning by being just the product meant for such a unique change in the education system. Evident in its design inspired by warm attitude of welcoming hands folded in greeting. What's more, it is completely IT enabled (plug and play) and hence welcoming in the transformation from the classical system.

Its foldable seats and desks are designed for space optimisation by creating aisle space when folded in - leading to increased seating capacity without compromising on comfort

Certification of Design Excellence 'India Design Mark' for 3 new products - Ace, Chrysalis and Namaste.

The 'Indian Design Mark' is the highest design recognition from the Government of India through India Design Council. It symbolizes product excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible. These certifications were granted to Godrej Interio's Ace, Chrysalis and Namaste after 2 stages of qualifications process with product verifications by a Jury consisting of global design experts.

This certification is one more step in Godrej Interio showcasing its strength as a 'Design Leader' in the market. Mr E. Venkat, Design Head – Godrej Interio is considering this as yet another stepping stone.



SHOWCASE ONLY AT GODREJ INTERIO

SPRUCE-UP

We are proud to announce 30 dealer outlets and showroom SPRUCE UPS done till date!!

Ensuring contemporary aesthetics and unified ambience, SPRUCE UPS don't just add a 'feel good' factor but also garner significant footfalls. This of course progressively translates into better business.

A feat we are all proud of and would not have been possible without a great deal of support and enthusiasm from the WDs and the branches.

Here's looking forward to many such SPRUCE UPS this year!

NEWLY SPRUCE-UP SHOWROOM



M/s Glass Palace, Chandigarh, Punjab



M/s Handa & Chopra, Chandigarh, Punjab



M/s Horizon, Ranchi, Jharkhand



M/s NG Merchantile, Guwahati, Assam

HANDA & CHOPRA, CHANDIGARH



Greetings. I am Nitin Chopra, Proprietor - Handa & Chopra, Chandigarh. With our legacy of over 60 years of association with Godrej and my 2 decades of operational experience, I have helped develop a strategically focused organisation.

My family finds roots in Amritsar and that is where we had the first Godrej outlet. I have grown up seeing my father work righteously and scrupulously throughout his life. I have always drawn unflappable inspiration from him. I began working at 19. My first achievement was an order from Union Bank of India for furniture worth ₹ 1 lakh. It was a moment of immense pride, and still is. My ideology is inspired by Milton Berle, "If opportunity does not knock, build a door." What I inherited was proactivity in solving problems. I believe in my father's credo. "Be a team player, handle failures and learn from your mistakes".

My journey with Godrej Interio has been truly an evolving experience of life and helped me become what I am today. My association with them has gone leaps and bounds beyond professionalism. I feel elated to be a part of the 'Godrej Interio Pariwar'. My most memorable moment during my partnership with Godrej Interio was in the year 2006 when I was honoured for being the first entrant to the ₹ 5 Cr. club from my region.

If I have one message it is "have faith in God, have fun, be progressive, be original. Learn from your mistakes, find the cause and eliminate it. Don't try to be perfect, just be a perfect example of being human".

Thanks

SARADA AGENCIES, CHENNAI



Hello. I'm Rajesh from Sarada Agencies, Chennai. We started as dealers for FACIT Adding Machines and Typewriters in 1952. Diversified into furniture business in 1972 with focus on slotted angle racks and later shifted into all types of office furniture.

The business set-up was conventional with infrastructure catering mainly to furniture needs of government institutions and PSU's. The main initial focus was on office furniture. Our first showroom opened in 2001, in Adyar, Gradually, we diversified into the home business with storwels and wardrobes.

With the launch of Godrej Interio Perfect Home range, we diversified into the home segment and showroom focus shifted to individual customer requirements. The Godrej Interio (GI) brand and our business experience, combined with a vast range of home products, gave us an additional boost. Our customer base was soon a good mix of Corporates, SMEs, Educational Institutions, Banks and most vitally individual customers.

Some highlights: Started with ₹ 25 lakhs of business first year. Clocked ₹ 850 lakhs last year. Built a team of 30 highly motivated people. With the launch of franchisee model, we built a spacious 6000 sq ft store in Velachery. Business from the store touched ₹ 200 lakhs last year.

The initial years were tough, getting to know people, winning trust and confidence. But soon we became a part of the Big Godrej Interio Parivar. GI has always stood by us, supporting us and encouraging us. Every day has been a learning experience.

Apart from monetary gains, GI also has helped us evolve into confident, dynamic personalities by motivational programmes at Annual WD meets. Held at exotic locations, these meets made us globe trotters.

We are proud to be channel partners of Godrej Interio, a name which spells confidence, trust and strength. Together we'll scale new heights in the coming years

KNOWLEDGE BOARD

RETAIL BRANDING - A PATH OF SUCCESS

Key Learning:

- Retail branding is assuming importance, as retail is a growing industry in India
- Branding unites various elements of the retail business and gives it a firm foundation

Retail Branding Process



Retail is one of India's largest industries and it is growing stronger day by day. Retail branding involves transforming the store into a brand and providing brand experience at every customer contact point. Since retail is a growing sector in India, the field consists mainly of new players. As a result, competition among them is increasing. Stores are forced to keep innovating and evolving in order to forge ahead of competition. Intelligent branding can give a boost to retail stores thus sales can improve and lead to profit growth.

The four basic foundations of retail branding are as below:

Giving focus to the business

Branding can focus on uniting various elements of the retail business like product-mix, pricing, store layout, marketing and so on. Good brand architecture gives the business a firm foundation that creates a brand image and makes the consumer build positive associations with the brand. Thus, strong brand management is the way to go to create the ultimate and unique shopping experience for the consumer.

Creating an image

The perception that customers nurture about a store depends on how it communicates the brand essence. Well-stocked products reflecting taste and quality whereas visually stimulating displays can create the right customer expectations.

In order to create the desired brand experience, all decisions should be made taking into account their impact on brand image and influence on the customer.

Creating positive associations with the brand

A brand's core values determine the opinions and associations that customers build about it. Ensuring that these associations are positive will result in entering long lasting relationship with the brand. For example, if a store brand wishes to provide innovation to customers, showing how everything about the store, from products to employees, is trend-setting can create credibility. Training the staff to ask the right questions and make useful recommendations on the shop floor can help create the right kind of ambience and augment brand value.

Gaining customer loyalty

Consistently delivering special benefits that are attractive to the customer and different from others gives the retail store an edge over competitors.

Retail branding is a challenging area. Communication has to match with performance. As the economy becomes more and more retailer driven and the focus continues to shift from the manufacturer to the retailer, branding does not remain an option but becomes a necessity.



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