Godrej Appliances offers enhanced shopping experience to consumers in Surat

***Unveils Surat’s first exclusive Godrej Appliances outlet.***

This Independence Day, Godrej & Boyce, the flagship company of the Godrej group announced that its business Godrej Appliances, India's leading player in the home appliances segment, is strengthening its presence in Gujarat and expanding its network of exclusive brand outlets further, inaugurating a store in Surat.

Towards strengthening the supply chain and creating a next-level experience for customers in the Surat market, Godrej Appliances has launched its exclusive brand outlet spread over 900 sqft, in collaboration with its channel partner Shree Ram Enterprise. The EBO is strategically located in Kailash Nagar Society, Nana Varachha in Surat.

The inauguration of the exclusive brand out was graced with the presence of Sanjeev Jain, National Sales Head – Godrej Appliances and Aditya Yadav, Zonal Business Head - Godrej Appliances along with Mr. Tarakkumar Shah, Regional Business Head - Godrej Appliances.

Speaking on the occasion of the launch, Aditya Yadav, Zonal Business Head - Godrej Appliances, said “We have always endeavoured to be as close to our customers as possible. We believe our Exclusive Brand Outlets will give even greater value to our loyal customers. With our exclusive showroom, we have the opportunity to showcase our entire range of best-in-class appliances at a single location. Surat is an important upcoming market for us and we look forward to delighting our customers with the best shopping experience."

Added Bhargav Navadiya, owner of Shree Ram Enterprise, “We are extremely delighted to have partnered with Godrej Appliances, which is a highly respected and trusted brand. We are sure that our outlet will prove to be a great destination for the discerning customers of Surat through its unique offerings from Godrej Appliances.”

For more info, visit: <https://www.godrej.com/godrej-appliances>