

Godrej launches superior range of Eon Washing Machines With DAC+ Technology

Late last year, Godrej Appliances launched the **Godrej Eon Washing Machine with DAC Technology**, which made the brand instantly climb to the No. 3 position in a short span of 1 year. DAC (Dynamic Aqua-Power Control) Technology, became an instant hit with consumers, since it set them free from the worries of water and power cuts by automatically adjusting to drops in them.

Now, Godrej has taken this freedom to the next level by introducing **DAC+ Technology** with enhanced features of consumer convenience in the Fully Automatic Top Load Washing Machine segment. Detailed consumer research across the country revealed that the main benefit a consumer looks for while purchasing a washing machine is convenience. Using this insight as its foundation, Godrej's Research & Design Team has created an entire new range of Godrej Eon washing machines combining the convenience afforded by DAC Technology with a host of enhanced and unique technology features. ***The latest DAC+ Technology range comprising of 7 fully loaded models, wrapped in the latest style with Digital Control and Metallic colors, will once again redefine benchmarks in the Indian top loading washing machine space.***

DAC+ Technology Features:

DAC (Dynamic Aqua- Power Control) Technology enables the washing machine to adjust to water and power cuts automatically. Unlike other washing machines, it allows you to set the machine for operation even if there is no water/power to begin with. The machine starts washing when it senses the availability of both water and power.

Sleep mode: Ordinarily, if there is a water failure during the wash, there is a possibility of the water inlet valve heating up and burning out over time. But DAC puts the Godrej Eon Washing machine into sleep mode when there is a water cut. It will periodically check for water and resume washing once it detects water availability. Ordinarily, if there is a water failure during the wash, there is a possibility of the water inlet valve heating up and burning out over time. But DAC puts the Godrej Eon Washing machine into sleep mode when there is a water cut. It will periodically check for water and resume washing once it detects water availability.

Memory back-up: This enables the machine to start the wash from exactly where it had stopped in case of a power failure during the wash. Complete hassle free washing. This enables the machine to start the wash from exactly where it had stopped in case of a power failure during the wash. Complete hassle free washing.

Save Settings: This allows you to save the entire program cycle as it is happening and select the user's favorite cycle setting with the press of one button. This allows you to save the entire program cycle as it is happening and select the user's favorite cycle setting with the press of one button.

Fuzzy logic: The machine determines the wash cycle and water level appropriate for the wash load. Once the washing is completed, the machine switches off itself, thus being a truly automatic washing machine. The machine determines the wash cycle and water level appropriate for the wash load. Once the washing is completed, the machine switches off itself, thus being a truly automatic washing machine.

Overflow rinse and soft dry- These 2 Special Keys give the user the freedom to select the level of cleanliness and wrinkle free she wants in her clothes. These 2 Special Keys give the user the freedom to select the level of cleanliness and wrinkle free she wants in her clothes.

Water Optimizer: This exclusive feature enables you to save water by selecting only as much water as needed for the perfect wash. This exclusive feature enables you to save water by selecting only as much water as needed for the perfect wash.

Spin Free Mode: Help to skip the spin mode, especially if you are going out and the clothes are going to remain in the washing machine for a long while. This is particularly useful for delicate clothes. Help to skip the spin mode, especially if you are going out and the clothes are going to remain in the washing machine for a long while. This is particularly useful for delicate clothes.

Said, Mr. Kamal Nandi, Vice President, Sales & Marketing, Godrej Appliances, said, "*Being a consumer focused appliance manufacturer, we want our customers to get full value from the appliance they purchase. Besides offering them relevant technology that specifically addresses what they need, we also focus on design and aesthetics to enhance the customer experience. These washing machines are crafted like our Eon range of refrigerators and air-conditioners, to deliver the promise of EON - Stylish Outside, Smart Inside. We are looking forward to keep providing our customers with innovative products and support services.*" *"Being a consumer focused appliance manufacturer, we want our customers to get full value from the appliance they purchase. Besides offering them relevant technology that specifically addresses what they need, we also focus on design and aesthetics to enhance the customer experience. These washing machines are crafted like our Eon range of refrigerators and air-conditioners, to deliver the promise of EON - Stylish Outside, Smart Inside. We are looking forward to keep providing our customers with innovative products and support services."*

Consumer Connect in Andhra Pradesh

Besides the regular media campaign, Godrej Appliances will be running aggressive BTL contact programs to reach out to consumers through live demonstrations. This will help to educate customers and demonstrate the superiority of the machine effectively. These programs will be conducted outside major shops and residential societies across Andhra Pradesh.

Growth within the industry

While the Washing Machine market is growing at 15% this year, Godrej Appliances has grown at a brisk pace of 40%. The market size is expected to be 23 Lac units, of which around 32% is Fully Automatics. With rising incomes and affordable prices for Fully Automatics, a shift from Semi Automatics to Fully Automatics is being seen all across the country. Godrej Appliances aims to achieve an All India market share of 10% by 08-09. In Andhra Pradesh, Godrej is amongst the top 3 player with a market share of 10% this year with a growth of 50%.

EON DAC+ range: Additional Features

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EON DAC+ range: Additional Features

p 6.5 kg wash capacity p Stainless Steel Drum p Delay Start p Digital Display p Dual Air Vents p 8 Wash Programs p 2 Levels of Soak p Dry Tap Protection p PU Finish Top p Toughened Glass Window p Auto Balance System p 2 Year Warranty p Available in 3 Metallic Colors
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The Godrej EON Washing Machines with DAC+ Technology will be available in Andhra Pradesh through Godrej's own showrooms and dealer network. Prices range from Rs.13,000 to Rs.17,000.

For more information about Godrej Appliances, please visit www.godrejappliances.com or contact: Prashant Dhar, Godrej Appliances, 022 6796 6727, pdhar@godrej.com

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