



Ahead Of Pujo, Renowned Actresses Priyanka Sarkar Inaugurates Godrej Interio's Newstore In Kolkata

~ The retail brand aims to strengthen presence in West Bengal and the eastern markets of the country ~

Kolkata, September 12th, 2022: Godrej & Boyce, the flagship company of the Godrej Group announced that its business Godrej Interio, a leader in home and office furniture has launched its new outlet at Kankurgachi in Kolkata. Spread across sprawling 6,500 sq. ft, this state-of-the-art store was launched by Priyanka Sarkar, the celebrated actress across the Bengali film industry. With the launch of this store, Godrej Interio aims at bringing customer delight this festive season beginning with Pujo.

The store is located in the prime area of Kankurgachi – a major business hub with upcoming real estate projects in the vicinity and in close proximity to leading residential & business hubs thus making the brand's quality offerings easily accessible to customers. The store offers specially crafted products in home furniture for dining, living and bedrooms, home storage, and mattresses. Godrej Interio is also offering either assured free gifts or discounts with every purchase as an inaugural offer.

Expressing her excitement on inaugurating the new Godrej Interio store in the city, well known film actress, **Priyanka Sarkar said**, "I'm thrilled to launch the new store in Kankurgachi. For me, home décor is a deeply personal activity as the furniture should reflect my personality while making space for my life. Godrej Interio is a trusted and time-tested brand that offers contemporary designs at the best quality and reasonably priced for Indian families at international standards."

Speaking on the importance of the new store in the Kolkata market, Subodh Mehta, Senior Vice President, Godrej Interio, said, "Kolkata is a lively metro and remains our most important market in the east region. Its residents have always had a fondness for designer and modular home furniture. With design thinking at the core of everything we do, our focus is to provide greater value to our diverse set of consumers. Durga Puja is a grand celebration in Kolkata and our consumers here look forward to this time of the year to upgrade their homes and spend quality time with their family. We are confident that Godrej Interio's exciting offers on home and kitchen offerings will add value to our customers in Kolkata and West Bengal. On an average, **20%** of Godrej Interio's revenues come from the West Bengal market. These new stores strengthen our brand presence and experience in the retail furniture market."

About Godrej Interio:

Godrej Interio is India's leading premium furniture brand in both home and institutional segments with a strong commitment to sustainability and centres of excellence in design, manufacturing and retail.

Led by the largest in-house design team in the country in the furniture category and awarded with 34 India Design Mark Awards till date, GODREJ INTERIO aims to transform spaces with its thoughtfully designed furniture to create brighter homes and offices with products that have the highest design quotient in aesthetics, functionality and technology.

*With consistent pursuit of excellence and a special focus on health and ergonomics, GODREJ INTERIO's product portfolio comprises of a wide range of solutions. Today, we design and manufacture furniture for **office spaces, homes, educational institutes, healthcare facilities, laboratories** and more. Along with furniture we offer **Audio Visual and 360 Degree Turnkey solutions**. Each of our product range revolves*



around comfort and aesthetics while delivering well-designed, long lasting and functional furniture solutions. In short, Godrej Interio helps the consumers to make every space the perfect setting for their myriad moods and moments.

Currently present in over 450 cities with 450 exclusive showrooms and 520 dealer outlets, is one of the largest divisions of Godrej & Boyce Mfg. Co. Ltd., part of the Godrej Group, one of India's largest engineering and customer product groups.

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