



Godrej Appliances plans to generate sales of Rs 5,500 crore in 2022-2023, with its premium line of items accounting for about 35% of total sales, according to a senior official. Additionally, Godrej Appliances is spending Rs 200 crore to increase the capacity of its premium line and add new goods, most of which will be produced at the company's Shirwal, Pune, facility, according to Kamal Nandi, the company's Business Head & Executive Vice-President.

According to Nandi, the market has given the company's premium portfolio product line, in which it has so far spent Rs 250 crore, a "quite positive reaction."

"Our efforts of the last two years to bring out premium portfolio across categories have started paying off now very well," he said, adding, "I think the premium portfolio that we have done so... is going to get larger in this year as more new products in the segment are going to be launched. We are targeting another Rs 200 crore to be invested in this portfolio and capacity expansion."

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