

SIARAN PERS**Godrej Appreciates Mitu Customer Through Handwritten Letters**

Jakarta, Juni 2016 – Giving appreciation to the customer is actually very easy and practical with 140 characters on twitter, one -click post on Facebook or just compose an email. But, Godrej Indonesia chose send handwritten letters to Mitu consumers in Indonesia to be more personal and there is an element of surprise. This action inspired by a letter containing her impressions of the Mitu product , which was written and submitted by Mrs. Shity Maryati , a Mitu customer in Tasikmalaya .

President Director of Godrej Indonesia, Mr. Naveen Gupta said, “In the current digital age, art of letter writing is becoming scarce. The fact that Ibu Shity took the time & effort to send this letter to us was truly humbling. At Godrej Indonesia, we continuously strive to provide the best quality products at affordable prices to our consumers. Appreciation from our consumers, like Mrs. Shity, makes our efforts worthwhile’.

Appreciation of Mrs. Shity responded by Godrej Indonesia and Mitu through 1000 letters written directly by employees, including Naveen Gupta as our President Director. 1000 letters is directly delivered at the residence of Mrs. Shity Maryati, in the village of Padamulya , Tasikmalaya. This is a special and personal moments between Mrs. Shity and Mitu team.

In addition to 1000 letters to Mrs. Shity , Godrej Indonesia also sent a letter of gratitude to the hundreds of other Mitu customers in Indonesia . This action is not just ‘a thank you’ moment for being a Mitu customer, but also building a good relationship between Godrej Indonesia and Mitu with its customer. Moreover, customers are very valuable to Godrej , Because we creating products for people not only for the sake of profit.

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About Godrej Indonesia

Godrej Consumer Products from India acquired the Indonesian household product major, the PT Megasari Makmur Group, in 2010. Today, Godrej Indonesia is a leading household and personal care company in Indonesia. It is estimated that close to 15 million households in Indonesia use at least one of our brands, every day.

With an expected turnover of approximately IDR 3 trillion for fiscal year 2014-15, Godrej Indonesia is the largest international business of Godrej Consumer Products. We have a strong proven track record of performance; growing by 23 per cent CAGR over the last 4 years. We also have exciting and ambitious plans – to be among the top 3 home and personal care players in Indonesia and double our revenue by 2018.

We are constantly innovating and looking for new ways to delight our consumers with world-class products at affordable prices. Our flagship brands - Hit in household insecticides, Stella in air fresheners and Mitu in baby tissues and baby care - are market leaders in their respective categories. Our brand portfolio also includes other household favourites like Proclin, Klinpak, Polytex, Carrera, Cap Gajah, Biosol and Shock.

We have invested nearly USD 100 million in building new state-of-the-art facilities in Indonesia. Recently, we set up a new 30,000 square metre factory in Gunung Putri to produce our Hit and Mitu ranges.

We are very proud of our over 5,000 team members and our focus is to make Godrej Indonesia a truly inspiring place to work. Our new collaborative workspace, designed in line with the Godrej philosophy of 'Brighter Living', is a step towards this vision. We promise Godrejites a culture of ownership and innovation; take serious bets on them and differentiate basis performance. We also understand that our team members play multi-faceted roles and so, we strongly encourage them to explore their whole selves. We believe that these efforts will help our company deliver even stronger results in the future.

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