

GODREJ LEVERAGES ON DIGITAL PUSH TO ENABLE BUSINESS EXPANSION

The 125-year-old company which began its story as a part of India's original Make in India movement is looking at digital technology as a driver of future growth

In the year 1897, Godrej started off as a company making locks which envisaged on a self-reliant India movement. The last 125 years, since then, the company has spearheaded into becoming one of India's largest multinational conglomerates having a patronage of around 1.1 billion consumers globally across consumer goods, real estate, appliances, agriculture, and many other businesses.

INSIGHT DRIVEN COMPANY

The company has over the years began supplementing physical presence of their business with a strong online presence as well. The recent shift in consumer behaviour post covid pandemic, especially on digital platforms, have opened up multiple opportunities to scale and transform businesses.

The company has undertaken several



digital transformation initiatives across its diverse group companies. Godrej is leveraging on data and technology, innovating for local contexts and doubling down on digitisation and platforms to catch the rapid shifts in consumer behaviour brought about by the pandemic.

ACCELERATING DIGITAL ADOPTION

The Group has a proud



“At Godrej we are accelerating our digital transformation, while driving innovation, expanding our digital footprint across our businesses, and differentiated experience for our customers

Satyavrat Mishra
Head - Corporate IT
Godrej Industries

tradition of making meaningful products and building businesses that serve the country's interest.

Today, the Godrej Industries Limited & associate companies (GILAC) comprises of a varied business portfolio,

that includes real estate, home finance, fast moving consumer goods, and many more.

Godrej in its pursuit to adopt a digital-first strategy with a strong focus on customer centric product innovation, was quick to embrace cloud as a platform to realize this vision faster for its businesses.

Key business drivers Godrej considered for their Cloud journey

Growth at global scale: Help drive revenue/consumers growth, manage customer master data effectively through good data governance, increase the market share and presence (e-commerce and distributors) and also come up with better products &



“Driven by customer-centric innovation, we have been able to provide critical business services needed to accelerate, simplify and secure this digital transformation journey for Godrej

Lingraju Sawkar
President, Kyndryl India

practices helping Godrej reap early benefits at each stage of maturity and level of deployment. Starting with consumption-based IT model, unlocking the capital investments, reducing the depreciation cost on balance sheets, faster provisioning of infrastructure, enabling scalable global platform allows business access to integrate analytics, IoT, machine learning and automation at every stage, build an end-to-end digital experience, there are many ways in how Cloud pays back.

SUSTAINABILITY

The group is committed to helping address critical social, environmental and economic needs of marginalised and underprivileged sections of communities. The group does that by adopting a shared value approach to help solve problems, while strengthening competitive advantage.



THE GODREJ STORY

\$5 bn
REVENUE

\$11.5 bn
MARKET CAP

90+
COUNTRIES

1.2 bn
CONSUMERS

Source: godrejindustries

