

Godrej
aer

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Godrej | CONSUMER PRODUCTS

aer twist



aer click



Aer has been changing the air through innovation

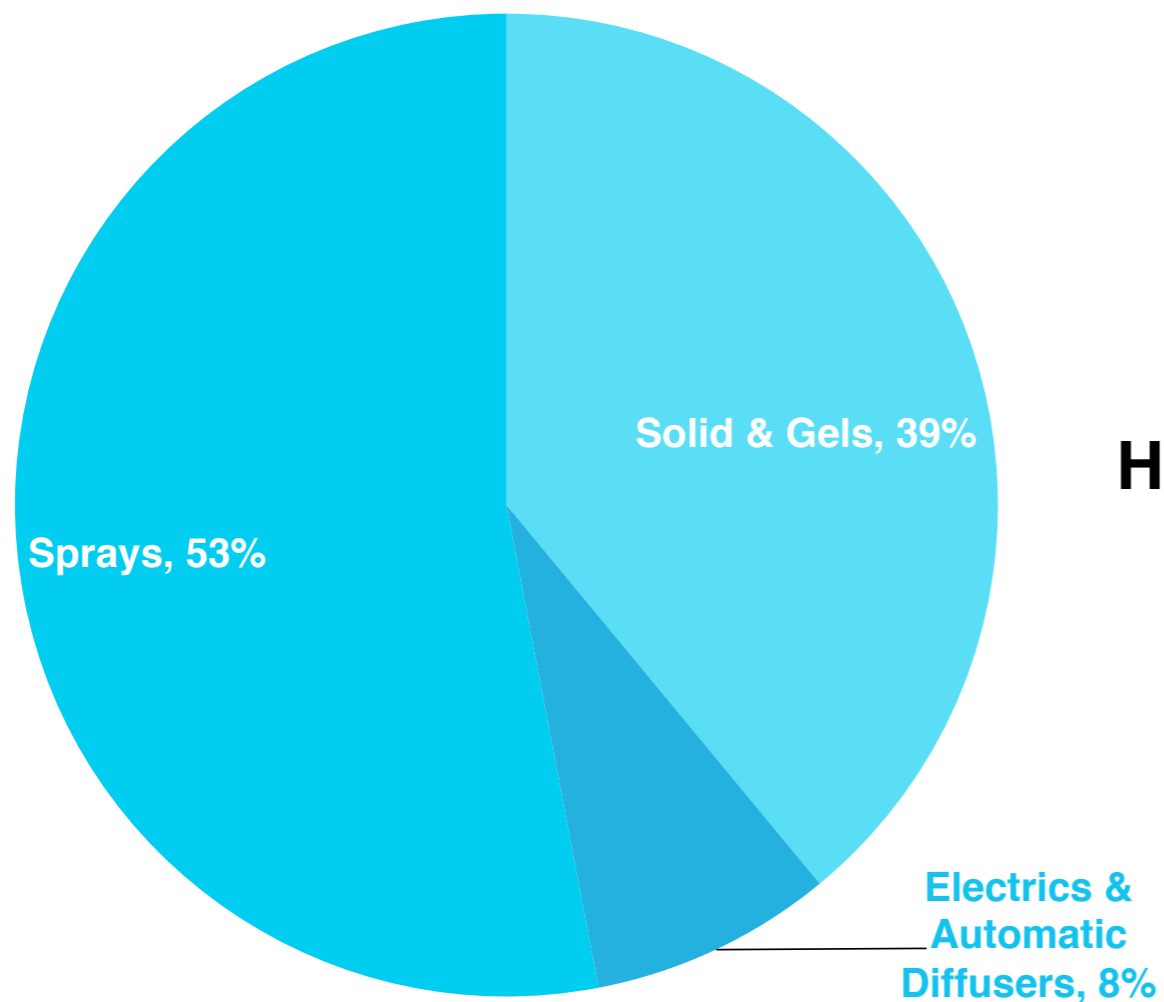
- Innovative spill proof gel technology
- On/Off mechanism
- Long lasting incredible fragrances

*At home, consumers say
bathrooms require air
fresheners the most*



Issues with current bathroom solutions

- Solution like blocks last only for ~7-10 days
- Blocks mask odour, but do not spread fragrance



Home air fresheners category salience

We believe there is huge potential to drive penetration in the air care segment through a disruptive product for the bathroom space



long
lasting

value for
money

superior
fragrance

chic & easy
to use

Penetration opportunity is very high since current solutions like blocks have 9-10% penetration in urban households

Presenting
Godrej
aer pocket



Hello, bathrooms.
We're here to keep you fragrant.

Up to 30 days.



Filled with unique slim gel technology
Available in 3 amazing fragrances

HAPPY BATHROOMS!



In a qualitative research, 85% preferred aer pocket versus the market leader and 90% said they would buy aer pocket

- Slim gel technology
- Last 30 days
- INR 49 (introductory price)

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#changetheaer



THANK YOU FOR YOUR TIME AND CONSIDERATION