

Godrej aer Expands Its aer matic Range with Festive Edition Automatic Home Fresheners

Mumbai, October 15, 2025: Godrej aer, India's No. 1 home fragrance brand from Godrej Consumer Products Ltd (GCPL), has expanded its portfolio of automatic home fresheners with the introduction of Godrej aer matic Royal, an automatic room freshener crafted exclusively for the festive season. Featuring an elegant rose-gold finish and the indulgent Warm Vanilla fragrance, the new variant is designed to enhance home interiors and create a welcoming ambience, while positioning air care as both a daily essential and a festive indulgence for Indian households.

Air fresheners remain one of the fastest-growing segments in the East India region, valued at over ₹300 crore within the broader home care market. Automatic home fresheners forms over ₹150 crore part of the overall air fresheners category. The West region accounts for approximately 20% of overall consumption, with demand in this region spiking by over 60% during the festive season.

Godrej aer matic Royal Festive Essence extends air care beyond daily utility, appealing to aspirational urban consumers and festive shoppers nationwide. The device is designed to blend seamlessly with home interiors, featuring a built-in stand for shelves as well as easy wall-mounting options. The Warm Vanilla fragrance combines rich vanilla with soft floral undertones, creating a warm and inviting ambience. Each refill delivers up to 2,200 sprays, lasting up to 60 days on low settings, while the smart timer offers customizable intervals of 10, 20, or 40 minutes — ensuring uninterrupted freshness.

"Air care has delivered double-digit growth for us in India over the past three to four years, driven by continuous innovation in formats and fragrances," said **Ashwin Moorthy, CMO - India & Global Head of Categories, Godrej Consumer Products Ltd (GCPL)**.

Ashwin further added, "Festivals are when families invest the most preparing their homes. For the first time ever, we are introducing a special edition Matic, which is a festive Matic — developed entirely in India and infused with the indulgent Warm Vanilla fragrance that captures the warmth of celebrations and togetherness. With Godrej aer matic Royal Festive Essence, we aim to elevate the festive ambience at home while also positioning air care as an aspirational gifting choice, making this a key festive variant for both the brand and the category."

The launch is supported by a heart-warming TVC conceptualized by Godrej Creative Lab, the in-house creative studio of GCPL. The film humorously depicts familiar festive season scenarios like kitchens filled with the aroma of fried snacks, hallways smelling of fresh paint, and the air carrying the smoky scent of firecrackers. While these smells are part of celebrations, they don't necessarily feel festive. The TVC shows how Godrej aer matic Royal Festive Essence transforms these everyday festive smells into a signature festive fragrance, spreading freshness every few minutes and ensuring homes smell as festive as they look.

Godrej aer matic Royal Festive Essence starter kit (device + refill) is priced at ₹549 and will be available across modern trade, general trade, and leading e-commerce platforms.

TVC Link: <https://youtu.be/w3KizufxqJo?si=MMhTS9mWy6tpSEbj>

About Godrej Consumer Products Ltd

Godrej Consumer Products is a leading emerging markets company, driven by the purpose of bringing the goodness of health and beauty to consumers in emerging markets. As part of the Godrej Industries Group, we are fortunate to have a proud legacy of over 125 years, built on the strong values of trust, integrity, and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, we enjoy the patronage of 1.4 billion consumers globally. We rank among the largest Household Insecticide and Hair Care players in emerging markets. In Household Insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the Hair Care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in Soaps in India and are the number one player in Air Fresheners and Wet Tissues in Indonesia.

We believe that we are only as good as what we do next. So, we strive to continuously improve how we do business, and how we live in the world, shaping a more sustainable and responsible future by placing our planet and people alongside profit. Through Godrej Good & Green, we are helping create a more inclusive and greener planet, in line with the United Nation's Sustainable Development Goals, and the needs of local communities. At the Godrej DEI (Diversity, Equity, Inclusion) Lab, we work on empowering inclusion, help build DEI ecosystems across corporate India and aim to bring ideas and innovation related to DEI to the mainstream.

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