

Godrej aer launches aer Plug – India’s most affordable electric room freshener at just ₹2.5 per day usage cost

- *Godrej aer Plug, priced at just INR 149, offers two premium fragrance options.*
- *Brings electric room fresheners within everyone’s reach by reducing costs by nearly 70%*

Mumbai, September 10, 2025: Godrej aer, India’s No. 1 fragrance brand from the house of Godrej Consumer Products Ltd (GCPL), is redefining the air care category with the launch of its premium innovation – *Godrej aer Plug*. Touted as India’s most affordable electric room freshener, aer plug delivers a premium fragrance experience at just ₹2.5 per day.

Priced at only ₹149, the device features **smart heater technology** that ensures continuous fragrance for up to 60 days. Designed by *Disco* – GCPL’s multi-disciplinary in-house design studio – aer plug comes in a sleek, modern design crafted to complement contemporary homes and office interiors.

The launch comes as India’s ₹3,000 crore air freshener market is projected to double in the next five years. While electric diffusers are widely popular globally, their higher price points have limited adoption in India, where sprays continue to dominate with a market size of ₹ 1000 crores. *Godrej aer Plug* bridges this gap by combining affordability, premium fragrance, continuous diffusion, and elegant design, making electric room fresheners accessible to every household.

Commenting on this innovation, Shilpa Suresh, Head of Marketing – Home Care, GCPL, said, "Innovation is integral to our culture at GCPL, and our Godrej aer portfolio is a reflection of this. With consumers increasingly seeking premium fragrance experiences across homes, offices, and cars, we have continuously introduced best-in-class products — from aer sprays to aer matic and aer o. The new aer plug addresses the large price gap between sprays and electric diffusers, offering premium fragrance at an accessible cost. While automatic electric spray diffuser starter kits are available at over ₹ 550, aer Plug starter kit is priced at only ₹ 149, and lasts up to 60 days - a reduction of more than 70% in cost of usage. It is available in violet and rose — the top two most preferred room freshener fragrances in India. We believe aer plug will not only add new consumers but also upgrade existing spray users."

On crafting aer plug’s design, **Darshan Gandhi, Global Head – Design, Godrej Consumer Products Ltd (GCPL),** added, "The Godrej aer plug is a compact, intuitive form

charged with bold design and a clear intent — to bring delight to every home, as the brand always has. Designed, modelled, and packaged at Disco, our in-house design studio at Godrej, it's crafted to feel fresh, modern, and sensorial in a minty shade that embodies calm sophistication. With its distinctive simplicity, the aer plug vividly cuts through clutter, seamlessly uniting form, function, and fragrance."

Equipped with smart heater technology, *aer Plug* delivers continuous fragrance for up to 60 days with essential oil-infused scents. It is being launched in two premium variants:

- *Violet Bloom* – calming lavender and patchouli with refreshing notes of peppermint and cedarwood; superior bloom with excellent malodor masking.
- *Rose Blossom* – a vibrant floral bouquet of rose and mixed flowers, uplifted by subtle hints of citrus and clove.

The aer Plug electric diffuser with refill is priced at ₹149, while standalone refill is available at ₹99. It will be available across modern trade, e-commerce platforms, and general trade outlets, making premium fragrance both stylish and affordable.

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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