

Headline	Godrej Enterprises Group to Intensify Focus on Exports
Publication	The Economic Times
Published	November 2024
Edition	Mumbai, New Delhi, Bangalore, Chandigarh, Kolkata

# Godrej Enterprises Group to Intensify Focus on Exports

Co will continue to pursue local growth in consumer and industrial space: MD

Rica Bhattacharyya

**Mumbai:** Diversified conglomerate Godrej Enterprises Group (GEG) will intensify its focus on exports to strengthen its global presence, while continuing to aggressively pursue growth in both consumer and industrial businesses within India, its chairman Jamsheed Godrej said in an exclusive interaction with ET on Thursday.

"We would like to deepen whatever we do in appliances and furniture as well as in our industrial group... We do see a good amount of growth in export—both for our consumer-facing goods as well as our industrial group," Godrej said. "We are actively expanding into new markets like automotive, warehousing, security and aerospace. Despite geopolitical challenges, we remain committed to sustained growth through diversification and geographic expansion," he added.

The group's exports have steadily increased to ₹139 crore in FY24 and are projected to grow at a compound annual growth rate (CAGR) of 20-25% till FY27, Godrej said. "Our strong international presence, primarily in the PED (process equipment division) business, drives this growth," he said.

"We are constantly trying to promote all our businesses to go as global as they can," Godrej said. "There is good scope for us to grow, both in India and abroad." The Godrej group was split between two sets of cousins earlier this year into GEG and Godrej Industries Group (GIG), run by brothers Adi and Nadir Godrej.

The group is controlled by Jamsheed Godrej and his niece (daughter of his sister Smita Krishna) Nyrika Holkar who is its executive director along with their immediate families.

Holkar also separately spoke with ET.

"We have consumer-facing businesses and industrial businesses. The

consumer-facing businesses will grow in a way the economy grows, and on purchasing power... The industrial will grow on infrastructure development," Godrej said.

"Both of them have been growing at 15-20% on an average over the years. I don't see that changing very much. We would like to deepen in appliances, furniture and industrial groups."

GEG is present in 14 business verticals including appliances, aerospace, engines and motors, energy, security, building materials, construction, healthcare equipment, durables, and furniture and interiors, among others.

Also, on Thursday, the group announced a brand refresh strategy at an event held in Mumbai.

"The idea behind repositioning was to give a stronger, distinctive and ownable identity to the Godrej Enterprises Group of businesses and because also, given the diversity of businesses within the fold, we have to look at consumer-first businesses (and) nation-first businesses which are very diverse," Holkar said.

"The aim was to make the brand identity distinct for these businesses," she added.

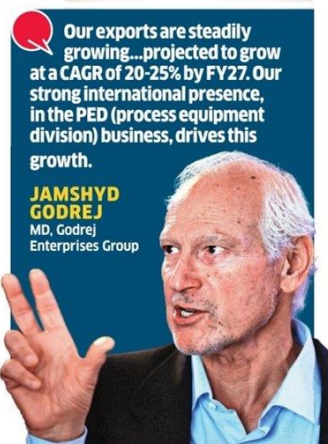
## New Frontiers

### NEW MARKETS

Automotive, warehousing, security, and aerospace.

Co to continue with organic growth

Repositioning brand with focus on Gen Z and young consumers



AJAY M

Headline	Godrej Enterprises Group to Intensify Focus on exports to strengthen its global presence
Publication	The Economic Times
Published	November 2024
Edition	Online

## Godrej Enterprises Group to intensify focus on exports to strengthen its global presence

By Rica Bhattacharyya, ET Bureau • Last Updated: Nov 29, 2024, 12:07:00 AM IST

FOLLOW US SHARE FONT SIZE SAVE

### Synopsis

Godrej Enterprises Group plans to enhance exports to strengthen its global presence. They will also expand in new markets like automotive, warehousing, security, and aerospace. The group aims for a 20-25% growth in exports till FY27. Domestically, they will continue growing their consumer-facing and industrial businesses within India.



Jamshyd Godrej, Chairman and Managing Director, Godrej Enterprises Group

Diversified conglomerate [Godrej Enterprises Group](#) (GEG) will intensify its focus on exports to strengthen its global presence, while continuing to aggressively pursue growth in both consumer and industrial businesses within India, its chairman [Jamshyd Godrej](#) said in an exclusive interaction with ET on Thursday.

"We would like to deepen whatever we do in appliances and furniture as well as in our industrial group... We do see a good amount of growth in export-both for our consumer-facing goods as well as our industrial group," [Godrej](#) said.

"We are actively expanding into new markets like automotive, warehousing, security and aerospace. Despite geopolitical challenges, we remain committed to sustained growth through diversification and geographic expansion," he added.

The group's exports have steadily increased to ₹139 crore in FY24 and are projected to grow at a compound annual growth rate (CAGR) of 20-25% till FY27, Godrej said. "Our strong international presence, primarily in the PED (process equipment division) business, drives this growth," he said.

"We are constantly trying to promote all our businesses to go as global as they can," Godrej said. "There is good scope for us to grow, both in India and abroad." The [Godrej group](#) was split between two sets of cousins earlier this year into GEG and Godrej Industries Group (GIG), run by brothers Adi and Nadir Godrej.

The group is controlled by Jamshyd Godrej and his niece (daughter of his sister Smita Crishna) Nyrika Holkar who is its executive director along with their immediate families.

Holkar also separately spoke with ET.

"We have consumer-facing businesses and industrial businesses. The consumer-facing businesses will grow in a way the economy grows, and on purchasing power...The industrial will grow on infrastructure development," Godrej said.

"Both of them have been growing at 15-20% on an average over the years. I don't see that changing very much. We would like to deepen in appliances, furniture and industrial groups."

GEG is present in 14 business verticals including appliances, aerospace, engines and motors, energy, security, building materials, construction, healthcare equipment, durables, and furniture and interiors, among others.

Also, on Thursday, the group announced a brand refresh strategy at an event held in Mumbai.

"The idea behind repositioning was to give a stronger, distinctive and ownable identity to the Godrej Enterprises Group of businesses and because also, given the diversity of businesses within the fold, we have to look at consumer-first businesses (and) nation-first businesses which are very diverse," Holkar said.

"The aim was to make the brand identity distinct for these businesses," she added.