

1.KPI of Godrej company:

Godrej Industries Limited reported earnings results for the second quarter and six months ended September 30, 2023. For the second quarter, the company reported sales was INR 39,376.1 million compared to INR 40,210.4 million a year ago. Revenue was INR 42,568.7 million compared to INR 42,759.2 million a year ago.

2.Strategy goals of Godrej company:

We are committed to helping address critical social, environmental and economic needs of marginalised and underprivileged sections of our communities. We do this by adopting a shared value approach to help solve problems, while strengthening our competitive advantage.

3.Marketing strategy of Godrej company:

The company uses various demographics, including income class, profession, age, region, etc. Godrej uses a selective and differentiated targeting strategy for the offerings of different group companies. Godrej mainly caters to the age group of 20-60 years.

4.Most successful campaign:

The Godrej Group has strived to work diligently towards nation-building for over 125 years. With its film #DilSeSalute, the campaign is also a heartfelt expression of the conglomerate’s gratitude for having been able to contribute to the Nation’s development.