

## Interio by Godrej unveils new brand identity, keeping design at the heart of modern Indian living

*~ Sharpens its focus on design-led innovation, enhanced omnichannel experience, and a future-ready product strategy~*

DVC link: <https://youtu.be/OeHEZiYaXbl>

**Mumbai, September 9, 2025:** *Interio by Godrej*, a leading furniture brand from the Godrej Enterprises Group, unveiled its refreshed brand identity as a one-stop destination for modern Indian living for homes and workplaces. The transformation is driven by design led innovation, an enhanced omnichannel experience and a future-ready product portfolio. The rebranding builds on the repositioning strategy announced by Godrej Enterprises Group in 2024, reaffirming design-led innovation for modern India, enhancing consumer experience, and shaping conscious choices for a sustainable future, as the cornerstones of growth.

The new identity is a powerful expression of Interio's evolution into a modern, aspirational and design-led brand; one that leads with these traits while continuing to draw from the core values of and trust & quality from the motherbrand Godrej. At its centre is a vibrant coral logo, a distinctive lead colour uniquely Interio's. Inspired by the energy of modern India, represented by people who are building, dreaming, and doing, Coral embodies aspiration, creativity, and warmth. A single lead colour like coral helps the brand enhance brand distinctiveness, ensuring stronger visibility and recall in a competitive market. The new logo is warm, expressive and full of life, just like the homes and workspaces Interio designs for.

Speaking at the launch, **Swapneel Nagarkar, EVP and Business Head, Interio by Godrej**, said, *"This new identity of 'Interio by Godrej' is a powerful expression of its evolution into a strong brand that stands for Modern India, while drawing from the legacy and trust of Godrej. Our campaign 'Moments That Matter' shifts the conversation from furniture as a utility to furniture that helps forge genuine connections through everyday moments - with ourselves and with our loved ones."*

The brand campaign, created with **Contract Advertising**, is built on the insight that a home is more than four walls, it is shaped by the everyday moments that bring comfort, connection, and joy.

*"The 'Moments That Matter' campaign has paved a significant way for all of us at Contract Advertising to create a truly compelling narrative for Interio by Godrej. It emphasizes the warmth that we experience through the connection with our homes. It was a true pleasure to collaborate with the Interio Team to bring this campaign to life. This new identity is a powerful expression of the brand's evolution, showcasing the brand as truly modern, aspirational, and design-led yet retaining that emotional*

warmth. *Very few brands are able to achieve this delicate balance*", said **Abhinav Kaushik, Managing Partner - West & Growth Partner, VML India**

Rolling out across **TVC, print, digital, OOH, and in-store PoS**, the campaign celebrates experiences and moments that matter in modern Indian homes – these moments are the true heartbeat of every home. The film adopts a slice-of-life, light-hearted narrative through a funny yet relatable family story that shows how furniture helps create memorable moments that helps nurture truly enduring bonds between a family and their home. The brand has committed **50 crores** to the integrated campaign over the next one year. The brand is also the associate sponsor of the Asia Cup 2025.

With this transformation, **Interio by Godrej** steps beyond being just a furniture brand to becoming a partner in shaping the way modern India lives, works, and celebrates. Rooted in Godrej's legacy of trust and propelled by design-led thinking, Interio promises solutions that are not only functional but also deeply meaningful in creating life's most important moments.

### **About Interio by Godrej**

Interio by Godrej is India's leading furniture and design brand for homes and workspaces, from the Godrej Enterprises Group, offering products and solutions that combine style, functionality and durability. It offers a wide-ranging portfolio that spans residential interiors (furniture, soft furnishings, and services) and commercial and institutional environments including offices, schools, hospitals, laboratories, and turnkey AV solutions.

Today, Interio by Godrej enjoys the largest retail footprint across the country with 1000 retail stores and serves customers both online and offline. It operates five state-of-the-art manufacturing facilities across Mumbai, Khalapur, Haridwar, Shirwal, and Bhagwanpur.

Driven by a passion for innovative and sustainable design, the brand has been recognised with 75+ design awards and has secured 900+ registered designs.