

## Interio by Godrej unveils a new strategy to reinforce its leadership position with design-led innovation, an enhanced omnichannel experience and a future-ready portfolio

- 2X revenue in 3 years to reach INR 10,000 Cr
- Retail expansion to 1500 stores in 3 years
- Revamped e-commerce experience reaching 18,000+ pin codes

**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 across homes and workspaces. The transformation is driven by an omnichannel retail expansion, a future-ready product portfolio and design-led innovation. The rebranding builds on the repositioning strategy announced by Godrej Enterprises Group in 2024.

**Nyrika Holkar, Executive Director, Godrej Enterprises Group**, said: *"Our aim is to make great design accessible. As industry leaders, we are uniquely placed to deliver on this promise with our end-to-end solutions from design and manufacturing to retail and service. New product innovations like configurable furniture platforms will allow customization at scale, while a digital-first approach will enable convenience and an immersive shopping experience for online customers. Our stores are also being reimagined as destinations for inspiration. With this rebrand we start a new chapter as an aspirational lifestyle brand."* As part of the brand refresh, the business undertook extensive consumer research to uncover the key demand drivers shaping furniture purchase decisions across homes and institutions.

In-line with its growth strategy, Interio by Godrej will expand its offline footprint to a total of 1500 stores in the next 3 years. The brand will also introduce a new store format designed to help customers browse, ideate, and bring their personal style to life. The new digital strategy including a revamped e-commerce platform and immersive AR experiences will allow seamless omnichannel shopping to customers across 18,000+ pincodes in India. Innovative new products include modular, configurable furniture designed to adapt to evolving lifestyles and meet India's growing aspirations. With these initiatives, Interio by Godrej aims to grow 2X in the next 3 years reaching INR 10,000 Cr.

**Swapneel Nagarkar, Business Head and Executive Vice President, Interio by Godrej**, said, *"Interio's new identity is a powerful expression of its evolution into a modern, aspirational and design-led brand, that while leading with these traits continues to draw from the legacy and trust of Godrej."*

He added: *"We are expanding our omnichannel retail footprint and investing in **manufacturing capacity, smart technologies, and supply chain transformation**. Our focus is to deliver contemporary, design-led furniture at accessible price points while ensuring that quality and sustainability remain core to our operations. This combination*

*of design, scale, and executional rigour will enable us to position Interio by Godrej as a lifestyle brand of choice for modern Indian homes and offices."*

At the centre of the rebrand is the launch of a new logo, which is a powerful expression of the evolution of Interio by Godrej as a modern, aspirational, and design-led brand, while continuing to draw from the core values of quality, trust and durability from the iconic masterbrand, Godrej. The lead colour, Coral, is inspired by the **energy** of modern India, reflecting creativity and aspiration.

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.

### **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.