

Godrej Security Solutions launches India's 1st Certified UV Case

The UV Sanitizer box with UV-C light based disinfection technology is proven to sanitise against viruses and bacteria including the covid -19 virus on everyday objects.

Mumbai, 23rd June 2020: Godrej Security Solutions (GSS), the leading player in future technology of security solutions, announced its venture into the health security segment with the COVID Defence Security Range of products in May. To meet the growing demand for products in the health security space, Godrej has launched 'UV Case' and expanded its health security segment. The portfolio address the issue of sanitising daily objects, equipment and surfaces that come in contact with several people before entering a premise.

The newly launched UV Case from Godrej Security Solutions uses the *UV-C light disinfection technology* that helps to create a multiple barrier approach to reducing the transmission of the virus and germs based on current disinfection data and empirical evidence. Worldwide, UV-C Sterilization is the most established scientific method for dry killing more than 65 families of pathogens, viruses and bacteria, including SARS-CoV-1.

The DVC captures the importance of not only sanitizing our hands but also sterilizing daily objects which come in contact with various surfaces when we step out. The short DVC also puts stress on how the Godrej brand coupled with the CSIR certification makes it a trusted product. The UV Case is a product that is poised to become a part of every household in the new normal and consumers are encouraged to buy certified products, considering the health benefits that UV light can provide. The video also captures how certified and trusted technology products can help families feel absolutely safe or #BilkulSafe.

DVC link: https://www.youtube.com/watch?v=ayvLn_gLIq0&feature=youtu.be

Commenting on the launch **Mehernosh Pithawalla, Vice President, Godrej Security Solutions** said, "Today, health security has become a priority for everyone. There is an increased need for a product that would sanitise anything that has been brought home from external environments. The Godrej UV Case meets this need; it disinfects and decontaminates almost everything used by an individuals daily. From mobiles, masks, newspaper, clothes, accessories, books, bags and many other innumerable articles. It will also be helpful for the healthcare sector for sanitisation of PPEs kits. As a market leader, it was incumbent on us to launch a product only after rigorous internal and external testing before it could reach consumers. Yes, Godrej UV Case is successfully tested at CSIR (ICMR approved Laboratory) & CE Certified to Kill* COVID -19 and other harmful viruses. We are one of the very few brands that have ensured the product is thoroughly tested before putting into the market.

UV SANITIZER CASE

- Certified & Tested by CSIR (ICMR Approved Laboratory).
- CE Conformity Certificate
- Kills 99.9% Viruses & bacteria
- Certified to kill the Corona virus
- Disinfection & Decontamination from Bacteria & Viruses
- UV-C Light based Sanitization Process
- Certified 11W UV-C Tubes (up to 11000 Hrs Usable Life)
- Uniform exposure with 6 aluminium reflective surfaces
- Prevents UV-C Light Leakage
- Facilitates Auto Cut-off for safety
- Ergonomic Design with Front Loading
- Prevents Surface to Human

The UV-C light based disinfection devices should be tested and certified as they are meant for use at homes or commercial spaces like hospitals, shops, hotels, etc. Products that use the UV-C Light technology require rigorous testing to ensure items placed in it receive the prescribed dosage and the correct amount of exposure to the UV Light. Along with UV Lights Godrej UV Case also has aluminium reflective material on all 6 sides which ensure right and uniform dosage of UV-C light is imparted on all objects placed inside. Certification laboratories not only ensure the dosage and exposure required to kill bacteria and viruses but also check for leakage of UV-C light. The UV-C light if leaked, can be hazardous to one's health.

While non-certified systems may come at a lower price, the risk of inadequate dosage or leakage of light is higher. Therefore, for safety and reliability, one must consider products that are tested by reputed laboratories to understand and make an informed purchase to safeguard themselves against serious health hazards posed by such products.

The DVC is a humble effort to make all of us realize that we will have to ensure our own safety and security by sanitizing our daily objects. The video also aims to increase consumer's awareness for certified products as UV light might be harmful for health if it is not tested and from a trusted brand. We hope that the video connects with the new age customers and their parents who are always concerned about the health and safety of the family.

With the Godrej UV Case, we move one step closer to achieving our mission of making the world a safer and healthier place."

Homes, work-places of the future, as well as many industries, will have to ensure minimum human interference and combat spread of infectious diseases through surface contact. The product enables homeowners and commercial establishments to sanitise their daily-use items like watches, wallets, keys, mobiles, clothes, parcels, among others. Stationery, medical equipment, and salon products can be disinfected in the case to protect and sanitise them before use. Shop owners can disinfect their items for sale before and after customers have had a touch and feel of the same.

Godrej Security Solution estimates the total addressable health security and safety market for FY-2021 in the country is around INR 200 Crore. "We seek to capture at least 20% share of the addressable market," added Mehernosh.

Secure and Safe

The UV C light technology is a scientific method that requires the right amount of exposure of the objects to the UV light rays. The UV Case has been designed keeping this crucial aspect in mind. From the number of lights used in the product to the distance between the object and the light source -- all play a critical role in designing a product that gives appropriate amount of 'exposure'.

Since exposure to UV C Light can be harmful to human, Godrej UV Case ensures zero per cent leakage and has an auto cutoff feature that instantly shuts the light when the door is opened during the operation. The market today is flooded with several low cost and quality products that ignore these aspects completely.

The sanitisation process of the UV Case is a chemical-free case that helps to kill 99.9 % viruses and germs. The UV case can sanitise everything from cash, jewellery, mobile phones to masks, and PPE Kits. The new product has found industry-wide applications in Hospitality, Healthcare, Leisure, Retail, and Homes.

Godrej Security Solutions has ensured strict quality control and the product has undergone rigorous testing - both at in-house and leading external laboratories such as CSIR, an ICMR approved laboratory

based in Chennai. The product is also CE certified. This is one of the key differentiators that sets UV Case apart from its competition, and a crucial parameter when investing a UV sanitisation device.

The UV Case comes in 3 sizes which give consumer maximum usable volume compared to other products in the market. The UV case comes in three variants 15L, 30L, and 54L ranging for home use to industrial use starting at INR 8,999. It is ergonomically designed ensuring ease of material access, and convenient pull-out tray.

The products are currently available across stores from GSS and will be available on their e-commerce website (shop.godrejsecure.com). Godrej Security Solutions has presence across 20+ branches across the country who are well-equipped, skilled and trained to assist all customer queries and requirements.

Godrej Security Solutions has always been at the forefront of ensuring the safety of homes and consumers at large. As the new world order is slowly setting into place, Godrej Security Solutions's venture into the health security segment will provide consumers with a wide range of products that can be used in their daily lives keeping in mind the need to take proactive measures to combat the spread of infections.

About Godrej Security Solutions:

Godrej Security Solutions is a division of Godrej & Boyce Mfg. Co. Ltd and part of the USD 4.1 billion Godrej Group. A pioneer and leader in the business, Godrej Security Solutions Division is the largest manufacturer and marketer of Security Solutions in India. It is the largest supplier of security solutions to several prestigious banking, corporate and public institutions. For the first time in the category and the industry, Godrej Security Solutions Division has been awarded the Superbrand status. It has also won the "Most Preferred brand" award in the Home Segment. The Division currently exports its products to over 45 countries including Middle East Asia, South East Asia, Far East Asia, East Africa, the US, Europe and the SAARC Countries.