

Immerse yourself in pure Luxury & Comfort

## Godrej Interio launches Luxurious Furniture designed by Krsna Mehta

Mumbai, February 24, 2010: Godrej Interio, a leading player in the home and office furniture category, has launched a signature line of sofas, cupboards and kitchens with upholstery and graphics designed by world renowned avant-garde designer Krsna Mehta. Complimenting his uniquely flamboyant design style, Godrej Interio's latest range is an enchanting combination of vibrant colors, modern styling and ultimate sync-in comfort that will stand out as a style statement in any home.

Whether it's your dream wardrobe in pastels sprinkled with florals to give it a soft soothing look, or your spacious bed or sofas with retro motifs that create a warm atmosphere to unwind after a tiring day, Godrej Interio furniture will instantly breathe life into your bedroom. Research also shows that colors strongly impact one's mood and even the appetite! The latest colorful kitchen designs makes cooking a delightful and creative activity as they are styled to accommodate the popular international concept of in-kitchen eating, even with guests.

The "Krsna for Godrej Interio" collection is styled in three groups:

*Sofa - Freedom to Express: Psychedelic floral patterns by Krsna Mehta. Comfort and durability by Godrej Interio. ( Price for a set of one 3 seater and two single seaters - Rs 63480)*

*Slimline - Live Differently: Breath life into your bedroom. Pastel floral look by Krsna Mehta. Sleekness and spaciousness by Godrej Interio. ( 2 door cupboard - Rs 24211/ 3 door cupboard - Rs 35800)*

*Kitchen - Flaunt your style: Turns your kitchen into a style statement. Psychedelic color design by Krsna Mehta. Form and functionality by Godrej Interio. (Price depends on size. Rs 200000 and above for a 10 feet kitchen)*

This stylish furniture range will be available at exclusive Godrej Interio showrooms in Mumbai, Delhi, Hyderabad and Bengaluru.

Speaking at the launch of "Krsna for Godrej Interio," Mr. Jamshyd Godrej, CMD, Godrej & Boyce Mfg. Co. said, *"At Godrej Interio we are totally committed to always providing the highest of class and quality in furniture. Apart from great comfort and durability, design and visual appeal plays a differentiating role. We are happy to associate with Krsna Mehta to provide styling that reflects the modern mindset of the Indian consumers to make style statements in their homes."*

Commenting on the design element, Krsna Mehta said, *"I have tried to blend exceptional functionality with never seen before aesthetics. Florals and bright colors are the next big trend in home furniture. I'm confident that the mix of my designs and Godrej Interio craftsmanship is going to bring a new energy to homes, and even offices."*

Adds Mr. Anil Mathur, COO, Godrej Interio, *"Being in this business many years, we know that innovation is the key to a customer's mind and heart. We have been steadily introducing various modern furniture solutions that provide the trendy and international look that customers are very desirous of. As always, apart from being contemporary, we*

*promise Godrej Interio customers our unmatched quality, reliability and customer service. We are confident of the latest collection being well received and have redesigned several of our exclusive Godrej Interio showrooms to give customers a vibrant in-store experience on the Krsna for Godrej Interio range."*

About Godrej Interio:

Godrej Interio integrates the concept of functional and contemporary furniture. A perfect amalgamation of time tested values and contemporary outlook, its designs are vibrant stylish and comfortable. When it comes to furniture, be it office or home, Godrej Interio has the perfect solution. Godrej Interio delivers ergonomically designed & contemporary Seating, Desking, Open Plan Office Systems, Storages, Bedroom Sets, Dining Sets, Kitchens, Labs, Hospitals, Interiors, Carpets, Modular accommodation for marine application and Kid's furniture that are comfortable, healthy and productive. With a complete range of Home furniture & decor solutions, Godrej provides the warmth & comfort that reflects a happy, at ease family.

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