

Godrej



GOLD™
FLASH

**WORLD'S
MOST POWERFUL
LIQUID VAPOURISER**

A TECHNOLOGICAL BREAKTHROUGH

HOW DOES IT WORK?



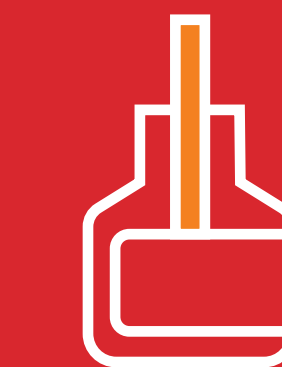
VISIBLE FLASH VAPOURS ON FLASH MODE



REACHES EVEN HIDDEN CORNERS OF THE ROOM



FLASH VAPOURS ARE 3X POWERFUL THAN OTHER LVs



ADVANCED REFILL

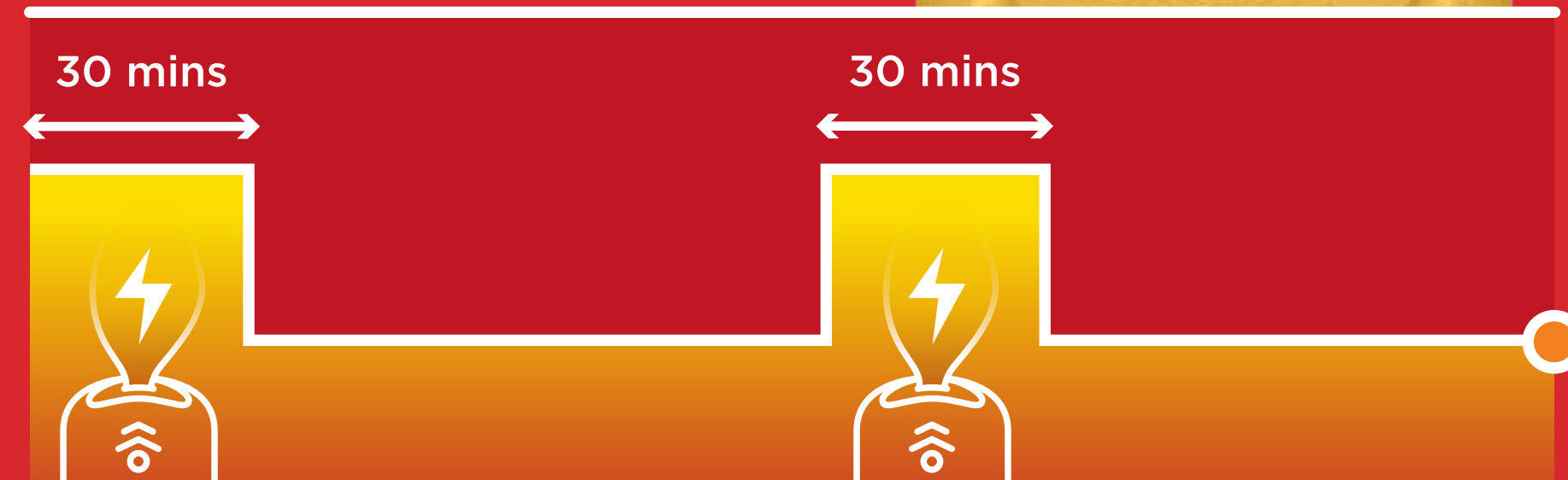
High porous wick along with heating technology in the machine ensures rapid release of active ingredients to give high efficacy

HOW DOES IT WORK? - FLASH MODE VS NORMAL MODE

First time ever automatic shift mode with visible flash vapours for 30 minutes every 4 hours so consumers don't have to manually toggle

FLASH MODE

SWITCH : UP INDICATOR : ORANGE



Every 4 hours, the GOLD FLASH machine automatically releases 30 minutes of visible, powerful FLASH vapours that instantly spread across the room and drive away mosquitoes, even the hidden ones., giving guaranteed protection - all night

NORMAL MODE

SWITCH : DOWN INDICATOR : GREEN



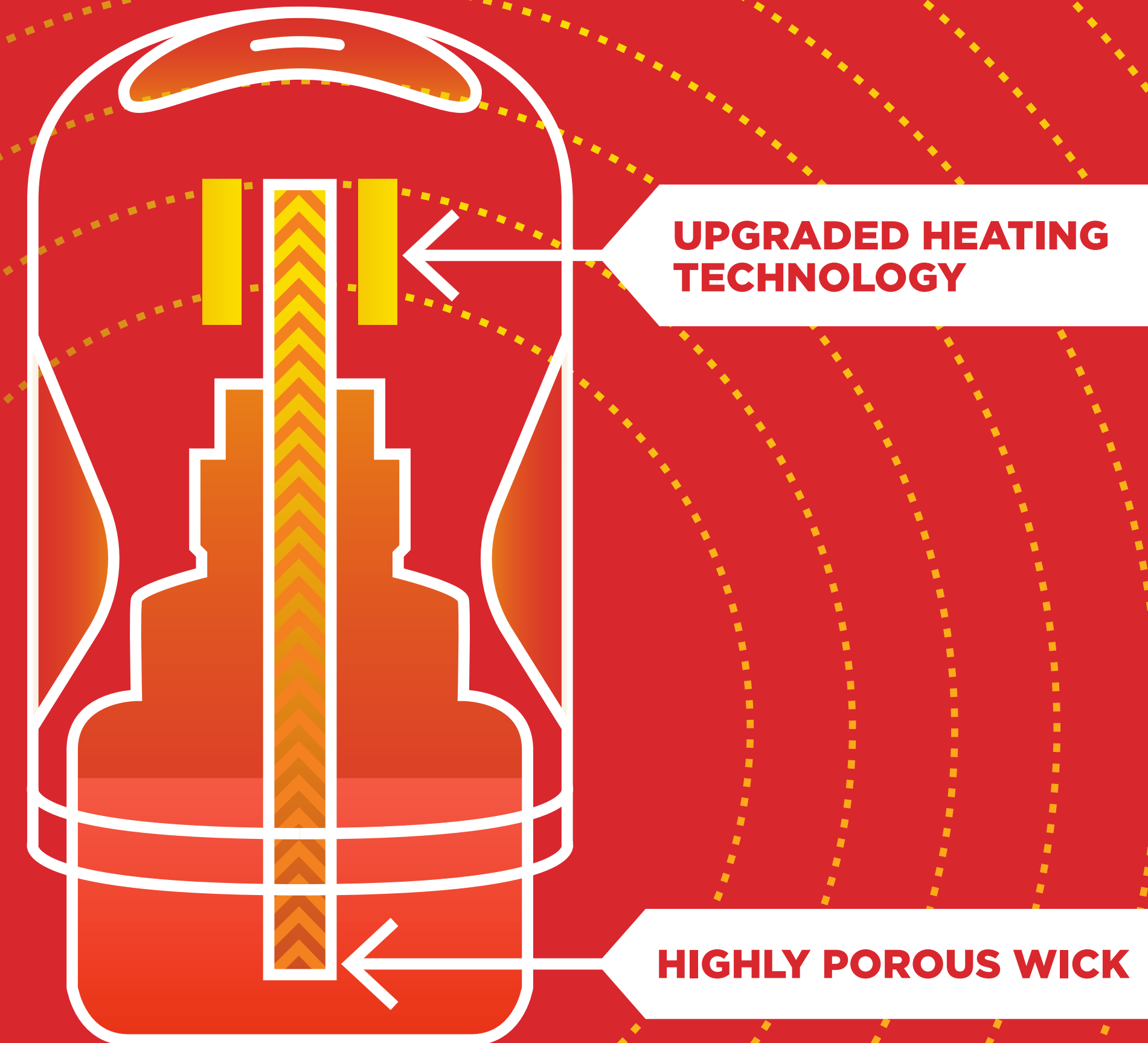
Use Normal mode, when there is less mosquito infestation

WHAT MAKES GOOD KNIGHT GOLD FLASH LIQUID VAPOURISER SO POWERFUL?

Highly porous wick with an upgraded heating technology

in the machine ensures rapid release of active ingredients resulting in a knock down effect on mosquitoes, compared to only repellency effect of other liquid vapourisers in the initial period

PATENTING GOLD FLASH LIQUID VAPOURISER - LOCK SYSTEM TO ENSURE GOLD FLASH REFILL FITS ONLY IN GOLD FLASH



WHY IS IT BETTER THAN CURRENT LIQUID VAPOURISERS?

Flash liquid vapouriser combines the initial blast power of an aerosol or fastcard with the continuous protection of a liquid vapouriser



GOLD FLASH
Liquid Vapouriser



CURRENT
Liquid Vapouriser



KNOCK-DOWN EFFECT
with visible vapours every 4 hours



LOCK SYSTEM
Locks out competitors' refills



AUTOMATIC MODE TOGGLE



COMPETITIVE PRICING
Rs. 89 for Combi pack and Rs. 75 for Refill

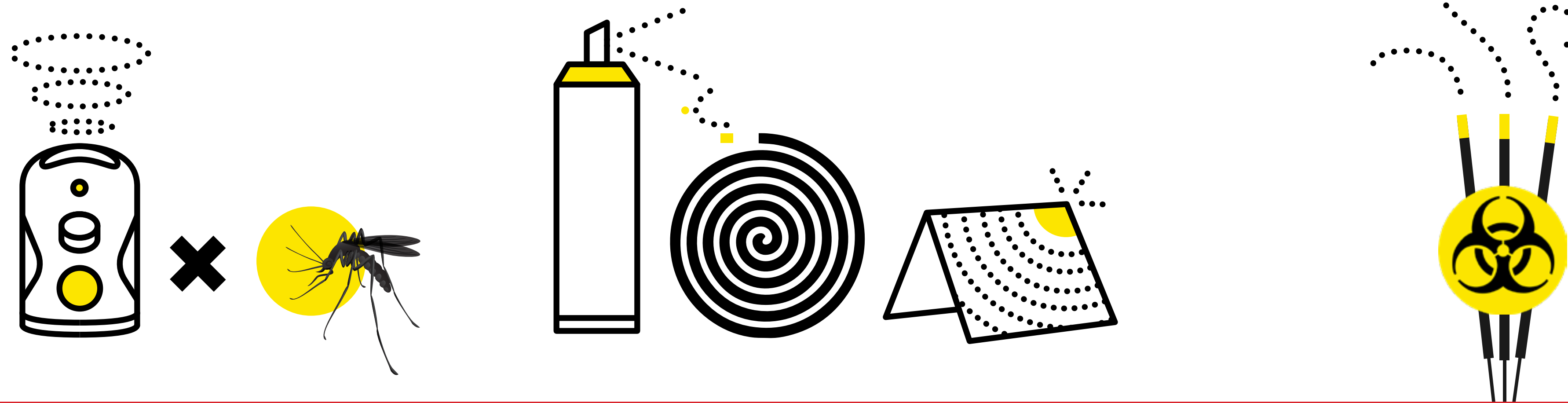
REPELLENCY EFFECT

NO LOCK SYSTEM

MANUAL MODE TOGGLE

PRICING
Rs. 85 for Combi pack and Rs. 72 for Refill

WHY IS THIS NEXT GENERATION PRODUCT NEEDED?



1

RESISTANT MOSQUITOES

Consumers say that mosquitoes have become much more resistant and hide in corners

2

CONSUMERS WANT MORE EFFICACIOUS SOLUTIONS

Hence, they are using multiple solutions along with Liquid Vapouriser to tackle the problem of hidden mosquitoes and high infestation. Consumers like the safety and continuous efficacy of the Liquid Vapouriser but want more power

3

THE RISE OF ILLEGAL INCENSE STICKS

Illegal incense sticks have grown because they are highly dosed and can create a **knock down effect**. Such products are a health hazard but, indicate that consumers want more efficacy

Good knight Gold Flash Liquid Vapouriser answers the consumer need of higher efficacy through knock down effect on mosquitoes alongside safety and continuous protection of a liquid vapouriser

POTENTIAL SOURCES OF GROWTH

1

Gives dual users a **solus solution** which can take care of high infestation and hence increases consumption of Liquid Vapourisers

2

Driving **upgrades** from burning formats to Liquid Vapouriser. Salience of burning formats in the category is 42%

3

Market **share gains** in Liquid Vapouriser

GOOD KNIGHT IS A BRAND THAT HAS BEEN INNOVATING AND PROTECTING INDIA FOR 35 YEARS



~ **80 million households**
are protected by Good Knight from
vector borne diseases

Market leader in
90%+ States
in India

Presence in every
4th household
across the country

Good



GOLD™ FLASH

THANK YOU FOR YOUR TIME
AND CONSIDERATION

