

## **Goodknight Power Chip celebrates its association with Ravi Kishan's 'Sanki Daroga' by organizing a special event in Patna**

- *A special meet and greet event with 'Sanki Daroga' lead actors Ravi Kishan and Anjana Singh*
- *The film portrays Ravi Kishan as a virtuous police officer fighting off the evils of society, just like Goodknight Power Chip offers safety against mosquito borne diseases*

**Patna, September 07, 2018:** Goodknight Power Chip, India's first electric solution infused with unique gel technology, and the power of 100 coils from Goodknight, organized an event in Patna to celebrate its association with new Bhojpuri movie 'Sanki Daroga' produced by Ravi Kishan Productions. The meet and greet was hosted by Goodknight Power Chip in the presence of film's producer and lead actor Ravi Kishan along with actress Anjana Singh.

In Sanki Daroga, Ravi Kishan plays the role of a virtuous policeman who is passionately fighting the evils of society and restoring safety. The association of Goodknight Power Chip with this movie and Ravi's character is unique. It reiterates Goodknight Power Chip's aim of providing complete safety to all against mosquitoes borne diseases such as dengue, malaria and chikungunya.

Sharing his thoughts on this association, **Mr. Ankur Kumar – Vice-President Marketing (Goodknight), Godrej Consumer Products Ltd**, said, "It is an absolute honour for Goodknight Power Chip to associate with Sanki Daroga made under the banner of Ravi Kishan Productions. Through this association, Goodknight, aims to create awareness about mosquito borne diseases which has emerged as one of the biggest threats to public health. Goodknight Power Chip, one of the most effective and economical preventive solution, is well integrated in the movie and connects with the central character played by Ravi Kishan. We are confident this movie and our association will be appreciated by people."



Goodknight Power Chip System is a revolutionary product with the power of 100 coils. Its technologically powered gel with TFT molecules leaves a pleasant fragrance and provides instant relief from mosquitoes. The easy-to-use electric repellent comes with a unique and intuitive design that ensures correct usage and protects you and your family against mosquitoes. Goodknight Power Chip one-time starter pack with machine and chip is priced at Rs. 45. The refill chip lasts for 15 days and is available separately for an economical price of Rs.30 only.

#### **About Godrej Consumer Products Ltd:**

Godrej Consumer Products is a leading emerging markets company. As part of the 120-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.1 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in the Godrej Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.



At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams. Read more at <http://www.godrejcp.com/>

**Media contact:**

Chetan Sarma/ [chetan.sarma@adfactorspr.com](mailto:chetan.sarma@adfactorspr.com)/ 8390025803