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PRESS RELEASE

“GODREJ INDONESIA DONATES PRODUCTS PROVEN EFFECTIVE AGAINST CORONA VIRUS TO 74 HOSPITALS”

JAKARTA, May 12th 2020 – Godrej Indonesia, a home and personal care company with flagship brands of HIT, Mitu, and Stella distributes donation of household products proven effective against Corona virus to 74 hospitals spread across the Jabodetabek, Cikarang and Serang areas. Proclin, laundry bleach, Wetties, wet tissues, and Saniter, hand sanitizer were donated directly to hospitals as Godrej Indonesia’s initiative in helping to break the chain of the spread of the Corona virus.

Akhil Chandra, President Director, Godrej Indonesia, expresses, “Perpetual increase of COVID-19 positive cases in Indonesia emphasizes the importance of paying more attention to the sanitation of hospitals, an environment with highest risk of exposure to Corona virus. This encourages Godrej Indonesia to continue its’ commitment in helping to protect medical personnel and the Indonesian society,”

The use of cleaning products is an effective treatment to fight the Corona virus. The products donated have active ingredients and effective concentrations as disinfectants for Corona virus, according to the reference of LIPI Clean Technology Research Workshop and World Health Organization (WHO). Proclin Pemutih contains 5,25% Sodium Hypochloride, Wetties contains 0,05% Benzalkonium, while Saniter contains 70% Alcohol dan 0,05% Benzalkonium.

Akhil added “As a manufacturer and distributor of essential products that can combat COVID-19, Godrej Indonesia continues to maintain products availability and ensure they reach all levels of Indonesian society. In the future, we hope to be able to do more initiatives in helping to protect medical personnel and the Indonesian society from Corona virus.”

Aside of Proclin, Wetties, and Saniter, Godrej Indonesia also has a range of other products that have been included in the LIPI list as Corona virus disinfectant products such as Stella Fabric Spray, Mitu Baby Wipes, Carrera Helmets Deo, and Biosol Karbol. This is in line with the company's goal to bring goodness in the field of health and beauty.



Tentang Godrej Indonesia

Godrej Consumer Product Limited (GCPL), a company based in India, acquired PT Megasari Makmur group that engages in household care in 2010. Godrej Indonesia has now developed into a leading Home and Personal Care company in Indonesia with 5 manufacturing plants. With 30% contribution for GCPL international business, Godrej Indonesia is one of the biggest international business units. Godrej Indonesia's flagship brands are HIT in household insecticide category, Stella in air refresher category, and Mitu in wet tissue and baby care category, which are all the market leaders in their respective categories. Godrej portfolio brands also include household favorites brands such as Proclin, Biosol, Klinpak, Polytex, Carrera, Cap Gajah, Shock, Nyu, all popular brands found in the majority of Indonesian households. It is estimated that almost 15 million households in Indonesia uses at least one of Godrej Indonesia's brand on a daily basis. With multi-local business model, Godrej Indonesia's products are developed locally for Indonesian and global consumers.

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