



Coverage Dossier

**Liberty General partners with Godrej Locks to offer free
Burglary Insurance**

Article Date	Headline / Summary	Publication	Edition	Page No.	Journalist
Regional					
17 Nov 2021	Godrej Locks' partnership with Liberty General Insurance	Punya Nagari (Marathi)	Pune	2	Bureau
16 Nov 2021	With Godrej Locks you will get burglary insurance	Aaj Ka Anand (Hindi)	Pune	6	Bureau
16 Nov 2021	Godrej offers free insurance	Navrashtra (Marathi)	Pune	4	Bureau
16 Nov 2021	Godrej Locks Partnership with Liberty General Insurance	Punya Nagari (Marathi)	Mumbai	2	Bureau
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20 Nov 2021	Godrej Locks Offers A Unique Reward For Customers Who Choose A Superior Home Safety Choice	Media News4u	Online Web	NA	Bureau
18 Nov 2021	Liberty Gen ties-up with Phone Pe to sell motor insurance	Asia insurance post	Online Web	NA	Bureau
18 Nov 2021	Godrej Locks Offers A Unique Reward For Customers Who Choose A Superior Home Safety Choice	Media Infoline	Online Web	NA	Shreoshree Chakrabarty
17 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	IPM News	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks offers free burglary insurance	99acres	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Business News This Week	Online Web	NA	Prabeen Dansil
16 Nov 2021	Godrej Locks Offers free burglary insurance	Corporate News For U	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Digital Media 9	Online Web	NA	Praveen Dansil

16 Nov 2021	Godrej Locks, Liberty General Insurance Offer Free Burglary Insurance. Should You Go For It?	Outlook	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Pelikken	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks partners Liberty General Insurance to offer free burglary insurance	pipanews	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks partners with Liberty General Insurance Ltd. to provide burglary insurance for up to 20 times the product value	Building and Interiors	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Realty & More	Online Web	NA	Bureau
16 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	The News Strike	Online Web	NA	Bureau
16 Nov 2021	गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-सैंधमारी बीमा	India Samachar Tv	Online Web	NA	Bureau
16 Nov 2021	गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-सैंधमारी बीमा	Patrika Jagat	Online Web	NA	Bureau
16 Nov 2021	गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-सैंधमारी बीमा	Society News	Online Web	NA	Vijay Kumar Kedia
16 Nov 2021	गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-सैंधमारी बीमा	The Public Side	Online Web	NA	Vijay Kumar Kedia

15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	APN News	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Bangalore Todays	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks offers free burglary insurance	Bizz Buzz	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks offers free theft-burglary insurance up to 20 times the value of the product purchased	Busines Shala India	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Chennai City News	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks offers free burglary insurance up to 20X value of product purchased	City Air News	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	CXO Outlook	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Digital First Magazine	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Global Prime News	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks partners with Liberty General Insurance Ltd	Hot News Express	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Kalai Poonga	Online Web	NA	Bureau

15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Konexio Network	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks offers free theft-burglary insurance up to 20 times the value of the product purchased	Naya Seekho	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers Free Burglary Insurance up to 20X the Value	News Experts	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Pune Prahar	Online Web	NA	Pratik Gangane
15 Nov 2021	Godrej Locks Offers Free Burglary Insurance Up To 20X Value of Product Purchased	Realty Plus	Online Web	NA	Bureau
15 Nov 2021	Good to Know: Godrej Locks, Amazon.in, India Post Payments Bank (IPPB), DealShare	Sunshine Pune	Online Web	NA	Dileep Athavale
15 Nov 2021	Godrej Locks partners Liberty General Insurance to offer free burglary insurance	The Banking & Finance Post	Online Web	NA	Bureau
15 Nov 2021	Insurance for Safe and the whole product if you buy the lock now	thenewsglory	Online Web	NA	The News Glory
15 Nov 2021	Godrej locks partners with Liberty Gen Insurance to offer officer insurance up to 20x value of locks	UNI India	Online Web	NA	Bureau
15 Nov 2021	godrej locks partners with liberty gen insurance to offer officer insurance up to 20x value of locks-News in Hindi	UNI India	Online Web	NA	Bureau
15 Nov 2021	गोदरेज लॉक्स का अनूठा ऑफर- खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-सैंधमारी बीमा	The Face of India	Online Web	NA	Manav Nagar

15 Nov 2021	गोदरेज लॉक्स का ऑफर, खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा देगा	India TV News	Online Web	NA	Bureau
15 Nov 2021	Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased	Sachcha Dost	Online Web	NA	Bureau

Regional

Published Date:	17 Nov 2021	Publication:	Punya Nagari (Marathi)
Edition:	Pune	Page No:	2
Circulation:	31935		
Journalist	Bureau		

गोदरेज लॉक्सची लिबर्टी जनरल इन्शुरन्सबरोबर भागीदारी

। मुंबई : गोदरेज समूहाची प्रमुख कंपनी असणाऱ्या गोदरेज अँड बॉयसने आपली व्यवसाय शाखा गोदरेज लॉक्स गृह सुरक्षा दिनाचे पाचवे वर्ष साजरे केले. यानिमित्ताने गोदरेज लॉक्स ब्रँडने लिबर्टी जनरल इन्शुरन्स लिमिटेडबरोबर भागीदारी केली असून गोदरेज लॉक्स खरेदी करणाऱ्या ग्राहकांसाठी १२८० कोटी रुपवांपर्यंतचा घरफोडीविरुद्धचा विमा सादर केला आहे. बाबदल गोदरेज लॉक्सचे कार्यकारी उपाध्यक्ष आणि व्यवसाय प्रमुख श्याम मोटवानी म्हणाले, नागरिकांमध्ये घराच्या सुरक्षितते बद्दल जागृती निर्माण करण्यात गोदरेज लॉक्स नेहमीच आघाडीवर राहिलेले आहे. दशकानुदशके दर्जेदार उत्पादनांसह सुरक्षितता प्रदान करत असंख्य गृह निर्मात्यांसाठी आम्ही नेहमीच पर्याय राहिलो आहोत. या सहयोगामुळे भारतातील ५०,००० हून अधिक घरांवर याचा प्रभाव पडेल आणि सर्वोत्तम दर्जाच्या सुरक्षेला बळकटी देणाऱ्या कुलपांच्या विक्रीत ३० टक्के वाढ होण्याची अपेक्षा आहे.

Published Date:	16 Nov 2021	Publication:	Aaj Ka Anand (Hindi)
Edition:	Pune	Page No:	6
Circulation:	171376		
Journalist	Bureau		

गोदरेज लॉक्स के साथ मिलेगा चोरी- सेंधमारी बीमा

मुंबई, 15 नवंबर (आ.प्र.)

गोदरेज एंड बॉयस ने लिबर्टी जनरल इंश्योरेंस लिमिटेड के साथ भागीदारी की है. इसके तहत गोदरेज लॉक्स खरीदने वाले ग्राहकों को 1280 करोड़ रुपए तक का चोरी-सेंधमारी बीमा प्रदान किया जाएगा.

इस पहल के माध्यम से कंपनी का उद्देश्य नागरिकों को जागरूक रहने और डकैती और चोरी जैसे खतरों से सुरक्षित रहने के लिए प्रोत्साहित करना है. बीमा की वैधता एक्टिवेशन की तारीख से 1 वर्ष होगी और बीमा मूल्य खरीदे गए ताले के एमआरपी का 20 गुना होगा.

बीमा का दावा उन ग्राहकों द्वारा किया जा सकता है, जिनके घर पर ताला तोड़कर चोरी की वारदात की गई हो.

सेंधमारी/चोरी के मामले में, ग्राहक/पीड़ित को बीमा का दावा करने के लिए पुलिस में दर्ज एफआईआर की एक कॉपी प्रस्तुत करने की आवश्यकता होगी.

गोदरेज लॉक्स और लिबर्टी इंश्योरेंस के बीच सहयोग 14 नवंबर 2022 तक प्रभावी रहेगा.

Published Date:	16 Nov 2021	Publication:	Navrashtra (Marathi)
Edition:	Pune	Page No:	4
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Journalist	Bureau		

गोदरेजतर्फे मोफत विमा सादर

पुणे, गोदरेज अँड बॉयसने आपली व्यवसाय शाखा गोदरेज लॉक्स गृह सुरक्षा दिनाचे पाचवे वर्ष १५ नोव्हेंबर २०२१ रोजी साजरे करणार असल्याचे सोमवारी जाहीर केले. या प्रसंगाच्या निमित्ताने, भारताचा विश्वास, गुणवत्ता आणि सुरक्षितता यांसाठी प्रतिशब्द असणाऱ्या गोदरेज लॉक्स ब्रँडने लिबर्टी जनरल इन्श्युरन्स लिमिटेडबरोबर भागीदारी केली. गोदरेज लॉक्स खरेदी करणाऱ्या ग्राहकांसाठी १२८० कोटी रुपयांपर्यंतचा घरफोडी विरुद्धचा विमा सादर केला आहे. नागरिकांनी सुरक्षित, सक्रीय रहावे यासाठी त्यांना प्रोत्साहन देण्याचे कंपनीचे ध्येय आहे.

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Edition:	Mumbai	Page No:	2
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Journalist	Bureau		

गोदरेज लॉक्सची लिबर्टी जनरल इन्श्युरन्सबरोबर भागीदारी

। मुंबई : गोदरेज समूहाची प्रमुख कंपनी असणाऱ्या गोदरेज अँड बॉयसने आपली व्यवसाय शाखा गोदरेज लॉक्स गृह सुरक्षा दिनाचे पाचवे वर्ष साजरे केले. यानिमित्ताने गोदरेज लॉक्स ब्रँडने लिबर्टी जनरल इन्श्युरन्स लिमिटेडबरोबर भागीदारी केली असून गोदरेज लॉक्स खरेदी करणाऱ्या ग्राहकांसाठी १२८० कोटी रुपयांपर्यंतचा घरफोडीविरुद्धचा विमा सादर केला आहे. याबद्दल गोदरेज लॉक्सचे कार्यकारी उपाध्यक्ष आणि व्यवसाय प्रमुख श्याम मोटवानी म्हणाले, नागरिकांमध्ये घराच्या सुरक्षितते बद्दल जागृती निर्माण करण्यात गोदरेज लॉक्स नेहमीच आघाडीवर राहिलेले आहे. दशकानुदशके दर्जेदार उत्पादनांसह सुरक्षितता प्रदान करत असंख्य गृह निर्मात्यांसाठी आम्ही नेहमीच पसंतीचा पर्याय राहिलो आहोत. या सहयोगामुळे भारतातील ५०,००० हून अधिक घरांवर याचा प्रभाव पडेल आणि सर्वोत्तम दर्जाच्या सुरक्षेला बळकटी देणाऱ्या कुलपांच्या विक्रीत ३० टक्के वाढ होण्याची अपेक्षा आहे.

Online

Publication:	Media News4u	Edition:	Online Coverage
Article Readership Value:	10	Expected Predicted Article Readership:	32282
Website Readership:	0	Website Country Rank:	554
Website Global Rank:	20108	Genre:	Net Magazine
Country:	India	Language:	English
Published Date	20 Nov 2021	Journalist:	Bureau

Godrej Locks Offers A Unique Reward For Customers Who Choose A Superior Home Safety Choice

<https://www.medianews4u.com/godrej-locks-offers-a-unique-reward-for-customers-who-choose-a-superior-home-safety-choice/>



Mumbai: Godrej & Boyce, the flagship company of the Godrej Group, announced that Godrej Locks will offer their customers an impressive insurance package to reward those who choose superior home safety choices for their families. The video that was launched on the occasion of 'Home Safety Day' on the 15th November, showcased different statistics that describe how vulnerable homes are and raises awareness about the need for superior home safety solutions.

Through this impactful/attention-grabbing video, Godrej Locks announced their partnership with Liberty General Insurance Ltd that offers customers an impregnable safety plus free 20X burglary insurance.

Commenting on the same and commencement of the 5th year of Home Safety Day, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of revolutionizing the fundamental concept of a locking device. Our objective has always been to raise awareness about the importance of home safety and how failing to do so may have a significant socioeconomic impact. Through this video, we want citizens to understand that they must act upon safeguarding their homes from unforeseen scenarios such as robberies and burglaries. On the occasion of the 5th year of Home Safety Day, we announced

our partnership with Liberty General Insurance Co Ltd to offer our customers an added layer of home safety as well as a comprehensive security package. We aim to continue to provide enhanced home safety along with innovative design and advanced technology. We will continue to explore novel concepts and partnerships in order to transform people's perceptions of home safety."

The 'Har Ghar Surakshit', a unique national home safety awareness campaign launched in 2018 had grabbed eyeballs across the country as it honored safety heroes who strive to make our country safer for fellow citizens through 'Agents of Safety'. This was followed by the second leg of the campaign with the free Home Safety Assessment Programme in 2019. To date, Godrej Locks experts have assisted 15,000 homeowners in improving home security. In 2020, the company also reached out to Indian cops to understand their perspectives on home security. The insights gathered reflect that 65% of the Indian police anticipate an increase in house robberies post-lockdown. The data also stated that 32% of robberies occurred in homes with unbranded locks. These police-provided safety tips have aided Indians in becoming more cognizant of home safety.

In 2017 Godrej Locks announced 15th November as Home Safety Day. A day that would be dedicated to raising awareness about the importance of establishing safer homes. Since then, over the course of 5 years, Godrej Locks has continued to introduce new measures to raise awareness about home safety across the country.

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Publication:	Media Infoline	Edition:	Online Coverage
Article Readership Value:	3	Expected Predicted Article Readership:	13300
Website Readership:	0	Website Country Rank:	825
Website Global Rank:	34462	Genre:	Broadcasting
Country:	India	Language:	English
Published Date	18 Nov 2021	Journalist:	Shreoshree Chakrabarty

Godrej Locks Offers A Unique Reward For Customers Who Choose A Superior Home Safety Choice

<https://www.mediainfoline.com/brand/godrej-locks-offers-a-unique-reward-for-customers-who-choose-a-superior-home-safety-choice>

Godrej Locks Offers A Unique Reward For Customers Who Choose A Superior Home Safety Choice

By **Shreoshree Chakrabarty**
Nov 18, 2021, 14:11 Pm

Every Indian who chooses a **Godrej lock*** with superior safety strength gets rewarded for their superior home safety choice.

ARIES **SPACETEK** **ASTRO**

* Terms & Conditions apply

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Watch the video

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Publication:	IPM News	Edition:	Online Coverage
Article Readership Value:	3	Expected Predicted Article Readership:	
Website Readership:	0	Website Country Rank:	1730
Website Global Rank:	79065	Genre:	Net Magazine
Country:	India	Language:	English
Published Date	17 Nov 2021	Journalist:	Bureau

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://epunemetro.com/?p=27074>

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

November 17, 2021





- Advertisement -

Mumbai: Godrej & Boyce, the flagship company of the Godrej Group, today, announced that its business, Godrej Locks, will be commemorating the fifth year of **Home Safety Day on 15th November 2021**. To mark this event, Godrej Locks, a brand synonymous with India's trust, quality, and safety, has partnered with Liberty General Insurance Ltd to offer burglary insurance up to INR 1280 Cr to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

Mumbai: Godrej & Boyce, the flagship company of the Godrej Group, today, announced that its business, Godrej Locks, will be commemorating the fifth year of Home Safety Day on 15th November 2021 . To mark this event, Godrej Locks, a brand synonymous with India's trust, quality, and safety, has partnered with Liberty General Insurance Ltd to offer burglary insurance up to INR 1280 Cr to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

Customers who purchase superior safety strength Godrej Locks such as the digital door locks range of Advantis and the newly launched Spacetek Pro- the first digital lock that has been completely designed and manufactured in India along with Pentabolt Aries, Pentabolt EXS+, Altrix & Astro can avail of this offer. All one has to do is scan the QR code available on the packaging. Thereafter, the customer will need to provide a valid invoice with GST to activate the insurance. The validity of the insurance would be 1 year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased . The insurance can be claimed by customers who experience a burglary at home and if there is a break-in of the lock. In case of a break-in/burglary, the customer/victim will need to present a valid FIR copy to claim the insurance. The insurance amount will also cover loss of jewellery and high end products. With the combination of the superior technology used in Godrej Locks and the insurance being offered, Godrej Locks aims to make the homes of customers safer by offering them an impregnable layer of safety, thus making Godrej Locks an essential home safety product. Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous home makers, providing them safety and quality products for decades. On the occasion of Home Safety Day, we are glad to tie-up with Liberty General Insurance Co Ltd and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India."

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Publication:	99acres	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
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Published Date	16 Nov 2021	Journalist:	Bureau

Godrej Locks offers free burglary insurance

<https://www.99acres.com/articles/godrej-locks-offers-free-burglary-insurance.html>



Godrej Locks offers free burglary insurance

Bikdi Sharma
Research Analyst
99acres.com

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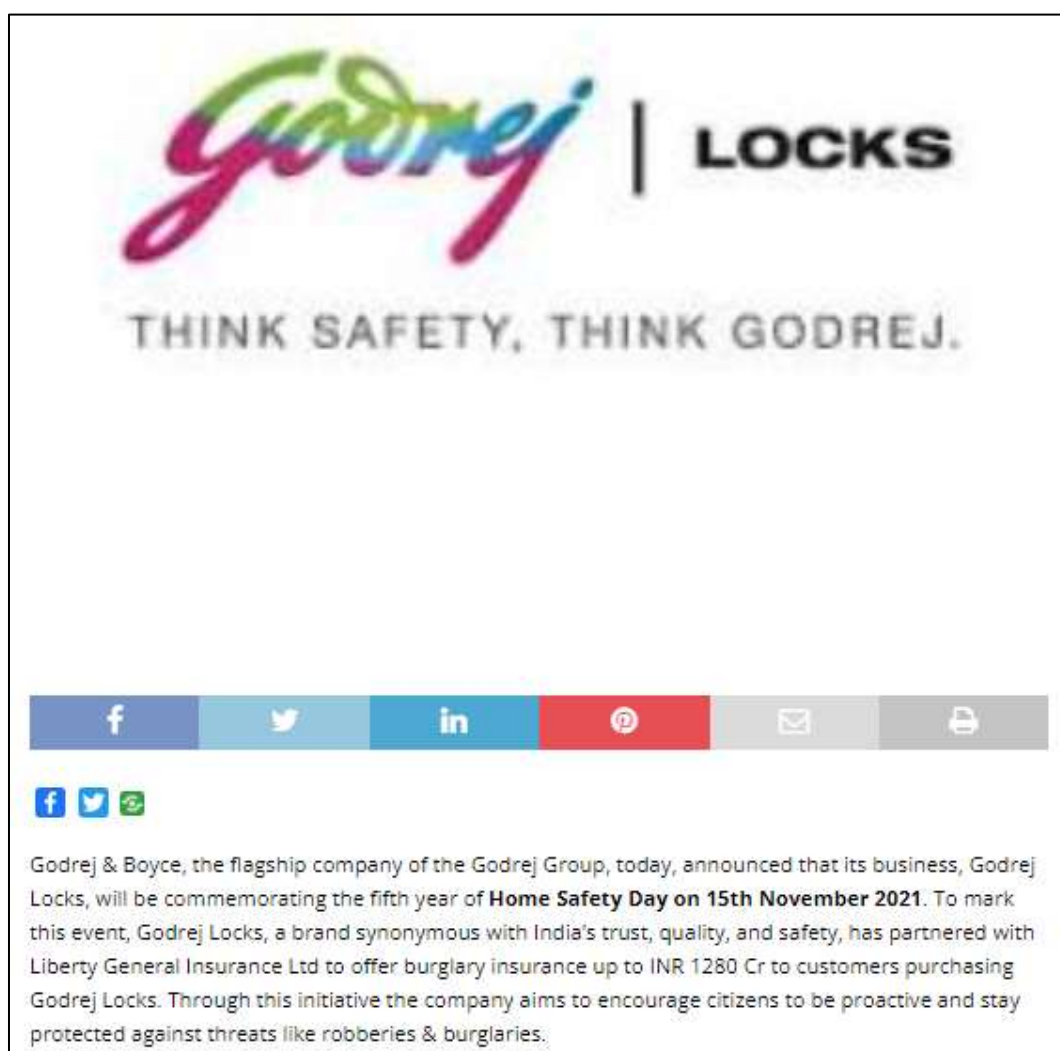
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Publication:	Business News This Week	Edition:	Online Coverage
Article Readership Value:	1	Expected Predicted Article Readership:	6347
Website Readership:	0	Website Country Rank:	712
Website Global Rank:	27856	Genre:	Net Magazine
Country:	India	Language:	English
Published Date	16 Nov 2021	Journalist:	Prabeen Dansil

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<http://businessnewsthisweek.com/business/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>



The image shows the Godrej Locks logo, which consists of the word 'Godrej' in a colorful, cursive font followed by 'LOCKS' in a bold, black, sans-serif font. Below the logo is the tagline 'THINK SAFETY, THINK GODREJ.' in a grey, sans-serif font. At the bottom of the image, there is a row of social media sharing icons for Facebook, Twitter, LinkedIn, Pinterest, Email, and Print. Below these icons are three small icons for Facebook, Twitter, and WhatsApp.

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Publication:	Corporate News For U	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:	0	Website Country Rank:	3539
Website Global Rank:	309931	Genre:	NA
Country:	India	Language:	English
Published Date	16 Nov 2021	Journalist:	Bureau

Godrej Locks Offers free burglary insurance

<https://corporatenewsforu.wordpress.com/2021/11/16/godrej-locks-offers-free-burglary-insurance/>

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Publication:	Digital Media 9	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
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Website Global Rank:	92601	Genre:	NA
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Published Date	16 Nov 2021	Journalist:	Praveen Dansil

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<https://digitalmedia9.com/business/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>

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BUSINESS by Praveen Dansil

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Publication:	Outlook	Edition:	Online Coverage
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Published Date	16 Nov 2021	Journalist:	Bureau

Godrej Locks, Liberty General Insurance Offer Free Burglary Insurance. Should You Go For It?

<https://www.outlookindia.com/website/story/business-news-godrej-locks-liberty-general-insurance-offer-free-burglary-insurance-should-you-go-for-it/401088>

Godrej Locks, Liberty General Insurance Offer Free Burglary Insurance. Should You Go For It?

Customers of Godrej Locks will get an additional layer of security through the burglary cover being offered by Liberty General Insurance.



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The customers of Godrej locks, including the digital door locks range of Advantis, the newly-launched digital lock Spacetek Pro, Pentabolt Aries, Pentabolt EXS+ and Altrix & Astro, can avail of this offer.

With this collaboration, Godrej aims to impact over 50,000 households in India.

Features Of The Cover

The validity of the insurance would be one year from the date of activation. To activate the insurance, the customer will have to scan the QR code available on the packaging and provide a valid invoice. The insurance value will be 20 times the MRP of the lock purchased. The insurance can be claimed by customers who have their locks broken during a burglary. The customer/victim will need to present a valid FIR copy to claim the insurance.

The insurance amount will also cover the loss of jewellery and high-end products.

Focus On Home Safety

"The objective is to entice customers to prioritize the safety of their homes especially in the current times where the number of burglaries as well as thefts is seeing an uptick," said Shyam Motwani, executive vice-president and head of business, Godrej Locks.

According to a Godrej Locks survey last year, 85 per cent of cops agree that there is a need to raise awareness about better home safety technology.

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In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance. The collaboration between Godrej Locks and Liberty Insurance will be effective from November 15, 2021, until November 14, 2022.

Should You Go For It?

When you are buying a basic service such as a lock to secure your valuables and assets, an insurance cover will provide an additional layer of security.

However, burglary is usually covered under a comprehensive householder's policy. In case you already have the policy, this may only work as an additional cover for a year.

A householder's policy also covers your assets and valuables against other risks, such as natural calamities and fire. Besides, a comprehensive policy will also protect assets and valuables that you may not necessarily keep under lock and key. For the longer term, it would make more sense to go for your policy.

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Publication:	Pelikken	Edition:	Online Coverage
Article Readership Value:	0	Expected Predicted Article Readership:	
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<http://pelikken.com/single/news/4810>

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Website Global Rank:		Genre:	NA
Country:		Language:	English
Published Date	16 Nov 2021	Journalist:	Bureau

Godrej Locks partners Liberty General Insurance to offer free burglary insurance

<https://pipanews.com/godrej-locks-partners-liberty-general-insurance-to-offer-free-burglary-insurance/>

The image shows a screenshot of a news article from pipanews.com. The article title is "Godrej Locks partners Liberty General Insurance to offer free burglary insurance". It is by Muhammad, dated November 16, 2021. Below the article title are social media sharing icons for Facebook, Twitter, Pinterest, and WhatsApp. Below the article is an advertisement for ACKO bike insurance. The advertisement features the ACKO logo on the left and a man on a red motorcycle on the right, with a smartphone displaying the ACKO app interface. The text "Buy Two Wheeler Insurance" is prominently displayed at the bottom of the advertisement, along with a right-pointing arrow icon.

Godrej Locks partners Liberty General Insurance to offer free burglary insurance

Pixabay – Buying Godrej Locks offers 20 times the MRP of theft insurance with a validity of 1 year.

The Concept of Embedded Insurance is Being Popular: Many changes are taking place in the insurance market. Due to digitization and changing technology every day, insurance companies are rapidly changing insurance products keeping in mind the younger generation.

Insurance companies have focused on leveraging digital infrastructure and disrupting the traditional model of buying and servicing insurance policies. Simply put, embedded insurance refers to the bundle of insurance coverage within a product or service, which is offered at the point of sale or service.

embedded insurance

You are given the option of purchasing travel insurance while booking flight tickets or purchasing accidental damage and theft insurance to protect the device while purchasing an electronic device. These embedded insurance products are already being offered online by leading e-commerce companies. Such pouch insurance products can be purchased immediately unlike big-ticket insurance.

20 times the MRP of the locks insured

Godrej & Boyce, the flagship company of Godrej Group, has partnered with Liberty General Insurance Limited to offer theft insurance to customers buying Godrej locks. To activate the insurance, the customer needs to scan the QR code available on the packaging after purchasing the Godrej Locks. The validity of the insurance will be 1 year from the date of activation and the insurance value will be 20 times the MRP of the locks purchased. In case of burglary/theft, the customer will be required to submit a valid FIR copy for making the claim. The sum insured will also cover the loss of jewelry and high-end products.

1 lakh accident insurance with helmet

Due to the increase in the number of two wheelers, the cases of road accidents may also increase in future. Keeping this in mind, ICICI Lombard General Insurance Company has tied up with Vega Helmet to increase road safety awareness and inculcate the habit of safety among the people. Under this partnership, customers will get double benefits through helmets and personal accident insurance cover of Rs 1 lakh.

Popularity of Embedded Insurance

The concept of embedded insurance is gaining popularity. A recently released survey by Cover Genius, an insur-tech company for embedded insurance, shows that more than 90 percent of banks in India want embedded insurance offers based on customer transaction data. Customers want to get advice on travel insurance while booking flight or train tickets. When buying a new mobile phone, they should be alerted to protect them from damage and get device insurance tips.

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Publication:	Building and Interiors	Edition:	Online Coverage
Article Readership Value:	0	Expected Predicted Article Readership:	0
Website Readership:	0	Website Country Rank:	0
Website Global Rank:	0	Genre:	
Country:	India	Language:	English
Published Date	16 Nov 2021	Journalist:	Bureau

Godrej Locks partners with Liberty General Insurance Ltd. to provide burglary insurance for up to 20 times the product value

<https://buildingandinteriors.com/godrej-locks-partners-with-liberty-general-insurance-ltd-to-provide-burglary-insurance-for-up-to-20-times-the-product-value/>

The screenshot shows the top portion of a news article. The main headline is "Godrej Locks partners with Liberty General Insurance Ltd. to provide burglary insurance for up to 20 times the product value" by BuildingandInteriors, dated November 16, 2021. Below the headline is a social sharing bar with icons for Facebook, Twitter, LinkedIn, and others. There are also tags for "DIGITAL LOCKS", "DOOR LOCKS", "DOOR SECURITY", "SECURITY SOLUTIONS", and "SECURITY SYSTEM". A "FOLLOW US" section lists social media handles for Facebook, Instagram, LinkedIn, Twitter, and Pinterest. The beginning of the article text is visible, mentioning "Godrej & Boyce, the Godrej Group's flagship firm, announced today that its business, Godrej Locks, would mark the fifth year of Home Safety Day on November 15, 2021. To commemorate the occasion, Godrej, a brand synonymous with India's trust, quality, and safety, has teamed with Liberty General Insurance Ltd. to provide customers purchasing Godrej door locks burglary insurance up to INR 1280 Cr. The company urges citizens to be proactive and stay protected against threats such as robberies and burglaries with this project."

Godrej & Boyce, the Godrej Group's flagship firm, announced today that its business, Godrej Locks, would mark the fifth year of Home Safety Day on November 15, 2021. To commemorate the occasion, Godrej, a brand synonymous with India's trust, quality, and safety, has teamed with Liberty General Insurance Ltd. to provide customers purchasing Godrej door locks burglary insurance up to INR 1280 Cr. The company urges citizens to be proactive and stay protected against threats such as robberies and burglaries with this project.

Customers who purchase superior safety strength Godrej Locks, such as the Advantis digital door lock range and the newly launched Spacetek Pro- the first digital lock designed and manufactured entirely in India, as well as Pentabolt Aries, Pentabolt EXS+, Altrix, and Astro, can take advantage of this offer. To avail the benefits, scan the QR code on the packaging.

Following that, the customer must submit a legitimate invoice with GST to activate the insurance. The validity of the insurance would be 1 year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased. Customers who encounter a burglary at home or a lock break-in can file a claim for the insurance. In order to collect insurance after a break-in or burglary, the customer/victim must present a valid copy of the FIR. The insurance policy also covers the loss of jewellery and high-end items. With the combination of the superior technology used in Godrej door locks and the insurance being offered, Godrej Locks aims to make the

homes of customers safer by offering them an impregnable layer of safety, thus making Godrej door locks an essential home safety product.

Commenting on the Home Safety Day and collaboration with Liberty, Mr. Shyam Motwani, Executive VP & Head of Business, Godrej Locks-

“Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous homemakers, providing them with safe and quality products for decades. On the occasion of Home Safety Day, we are glad to tie up with Liberty General Insurance Co. Ltd. and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India.”

On the collaboration, Mr. Roopam Asthana, CEO & Whole Time Director, Liberty General Insurance Co. Ltd. said-

“In today’s world full of uncertainties, an insurance cover has assumed far greater significance than ever before. With this partnership, we aim to reduce any insecurity a customer might have about safeguarding their homes from unfortunate burglaries. We, at Liberty General Insurance, believe that progress happens when people feel secure. So, through our partnership with Godrej Locks we aim to provide protection for the unexpected, delivered with care.”

Godrej Locks introduced Home Safety Day in 2017 to raise awareness about the importance of establishing safer homes among residents. The firm has continued to introduce new ways to raise awareness about home safety among our country’s citizens since then. According to a Godrej Locks survey launched last year, 85% of cops agree that there is a need to raise awareness about better home safety technology. Acknowledging the issue, Godrej Locks partnered with Liberty to incentivize customers who take proactive steps towards making their homes safer. Currently, a similar format is exercised by insurance companies for health insurance. However, home insurance has never been based on the initiatives taken by a homeowner to make his home a safer place.

Customers can avail Godrej Locks and Liberty insurance voluntarily based on their preferences and interests. Customers can contact Liberty General Insurance Co. Ltd. directly if they want to extend their insurance. The partnership between Godrej & Boyce and Liberty Insurance will be effective from November 15, 2021, until November 14, 2022.

About Godrej Locks

Godrej Locks, the business unit of Godrej & Boyce, is a 123-year-old leading manufacturer of innovative locking devices. Since its inception in 1897 by Ardeshir Godrej, the name ‘Godrej & Boyce’ has become synonymous with trust, protection, and integrity. From the first Anchor branded lock in 1897 to the first-ever spring-less lock in 1907, to the iconic ‘Navtal’ in 1954, and to the postmodern biometric locks, Godrej has set every benchmark in the locks industry. Over the years, Locks and Architectural Hardware & Fittings have changed in form, function, and scope of application. But one thing still remains the same – the solid stamp of trust and reliability. Godrej Locks adhere to global quality norms and hold ISO 9001, ISO 14001, and OHSAS 18001 certifications.

With their locks reaching several countries around the world, the brand has come a long way. It delivers world-class smart locking solutions, therefore revolutionizing the very perception of a locking device. From functionality at entry and exit points to a proud pause at the doorstep, the journey has been excellent.

Publication:	Realty & More	Edition:	Online Coverage
Article Readership Value:	0	Expected Predicted Article Readership:	1508
Website Readership:	0	Website Country Rank:	1187
Website Global Rank:	53672	Genre:	
Country:	India	Language:	English
Published Date	16 Nov 2021	Journalist:	Bureau

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://www.realtynmore.com/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>



Mumbai, November 15, 2021: Godrej & Boyce on Monday announced that its business, Godrej Locks, will be commemorating the fifth year of Home Safety Day on November 15, 2021.

To mark this event, Godrej Locks announced its partnership with Liberty General Insurance Ltd to offer burglary insurance up to Rs 1280 Cr to customers purchasing Godrej Locks.

Customers who purchase superior safety strength Godrej Locks such as the digital door locks range of Advantis and the newly launched Spacetek Pro-, Pentabolt Aries, Pentabolt EXS+, Altrix & Astro can avail of this offer. The validity of the insurance would be 1 year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased. The insurance can be claimed by customers who experience a burglary at home and if there is a break-in of the lock. In case of a break-in/burglary, the customer/victim will need to present a valid FIR copy to claim the insurance. The insurance amount will also cover loss of jewellery and high end products.

Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks,

said, "On the occasion of Home Safety Day, we are glad to tie-up with Liberty General Insurance Co Ltd and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India." On the collaboration, Roopam Asthana, CEO & Whole Time Director,

Liberty General Insurance Co Ltd said, "In today's world full of uncertainties, an insurance cover has assumed far greater significance than ever before. With this partnership we at Liberty General Insurance aim to reduce any insecurity a customer might have about safeguarding their homes from an unfortunate burglary."

The insurance offered by Godrej Locks and Liberty can be voluntarily availed based on the customer's prerogative & interest. In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance Co Ltd. The collaboration between Godrej Locks and Liberty Insurance will be effective from 15th November 2021 until 14th November 2022.

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Publication:	The News Strike	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
Country:		Language:	English
Published Date	16 Nov 2021	Journalist:	Bureau

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://thenewsstrike.com/godrej-locksoffers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>

GODREJ LOCKS OFFERS FREE BURGLARY INSURANCE UP TO 20X THE VALUE OF THE PRODUCT PURCHASED

Editor | November 16, 2021 | Business | No Comments



Mumbai, 16th November, 2021: Godrej & Boyce, the flagship company of the Godrej Group, today, announced that its business, Godrej Locks, will be commemorating the fifth year of Home Safety Day on 15th November 2021. To mark this event, Godrej Locks, a brand synonymous with India's trust, quality, and safety, has partnered with Liberty General Insurance Ltd to offer burglary insurance up to INR 1280Cr to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

Mumbai, 16th November, 2021: Godrej & Boyce, the flagship company of the Godrej Group, today, announced that its business, Godrej Locks, will be commemorating the fifth year of Home Safety Day on 15th November 2021. To mark this event, Godrej Locks, a brand synonymous with India's trust, quality, and safety, has partnered with Liberty General Insurance Ltd to offer burglary insurance up to INR 1280Cr to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

Customers who purchase superior safety strength Godrej Locks such as the digital door locks range of Advantis and the newly launched Spacetek Pro- the first digital lock that has been completely designed and manufactured in India along with Pentabolt Aries, Pentabolt EXS+, Altrix & Astrocan avail of this offer. All one has to do is scan the QR code available on the packaging. Thereafter, the customer will need to provide a valid invoice with GST to activate the insurance. The validity of the insurance would be 1 year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased. The insurance can be claimed by customers who experience a burglary at home and if there is a break-in of the lock. In case of a break-in/burglary, the customer/victim will need to present a valid FIR copy to claim the insurance. The insurance amount will also cover loss of jewellery and high end products. With the

combination of the superior technology used in Godrej Locks and the insurance being offered, Godrej Locks aims to make the homes of customers safer by offering them an impregnable layer of safety, thus making Godrej Locks an essential home safety product.

Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous home makers, providing them safety and quality products for decades. On the occasion of Home Safety Day, we are glad to tie-up with Liberty General Insurance Co Ltd and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India."

On the collaboration, Roopam Asthana, CEO & Whole Time Director, Liberty General Insurance Co Ltd said, "In today's world full of uncertainties, an insurance cover has assumed far greater significance than ever before. With this partnership we at Liberty General Insurance aim to reduce any insecurity a customer might have about safeguarding their homes from an unfortunate burglary. We at Liberty General Insurance believe that progress happens when people feel secure and through our partnership with Godrej Locks we aim to provide protection for the unexpected, delivered with care."

Godrej Locks launched Home Safety Day in 2017 to make citizens conscious of creating safer homes and since then the company has been introducing new ways to create awareness about home safety among the citizens of our country. According to a Godrej Locks survey that was launched last year, 85% of cops agree that there is a need to raise awareness about better home safety technology. Acknowledging the issue, Godrej Locks partnered with Liberty to incentivize customers who take proactive steps towards making their homes safer. Currently a similar format is exercised by insurance companies for health insurance, whereas home insurance has never been based on the initiatives taken by a home-owner to make his home a safer place.

The insurance offered by Godrej Locks and Liberty can be voluntarily availed based on the customer's prerogative & interest. In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance Co Ltd. The collaboration between Godrej Locks and Liberty Insurance will be effective from 15th November 2021 until 14th November 2022.

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Publication:	India Samachar Tv	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
Country:		Language:	Hindi
Published Date	16 Nov 2021	Journalist:	Bureau

गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

<http://www.indiasamachartv.com/%E0%A4%97%E0%A4%A6%E0%A4%B0%E0%A4%9C-%E0%A4%B2%E0%A4%95%E0%A4%B8-%E0%A4%95-%E0%A4%85%E0%A4%A8%E0%A4%A0-%E0%A4%91%E0%A4%AB%E0%A4%B0-%E0%A4%96%E0%A4%B0%E0%A4%A6-%E0%A4%97%E0%A4%8F-%E0%A4%89%E0%A4%00%E0%A4%AA%E0%A4%A6-%E0%A4%95-%E0%A4%AE%E0%A4%B2%E0%A4%AF-%E0%A4%B8-20-%E0%A4%97%E0%A4%A8-%E0%A4%A4%E0%A4%95-%E0%A4%95-%E0%A4%AE%E0%A4%AB%E0%A4%A4-%E0%A4%9A%E0%A4%B0-%E0%A4%B8%E0%A4%A7%E0%A4%AE%E0%A4%B0-%E0%A4%AC%E0%A4%AE>

The advertisement displays the Godrej Locks logo at the top. Below the logo, three different types of locks are shown: a silver padlock on the left, a black door lock in the center, and a gold padlock on the right. The gold padlock has 'SHERLOCK 60' written on it.

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Publication:	Patrika Jagat	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
Country:		Language:	Hindi
Published Date	16 Nov 2021	Journalist:	Bureau

गोदरेज लॉक्स का अनूठा ऑफर – खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

<https://www.patrikajagat.com/2021/11/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>



Godrej | LOCKS

गोदरेज लॉक्स का अनूठा ऑफर – खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

▲ Patrika Jagat © November 16, 2021

मुंबई, 16 नवंबर, 2021- गोदरेज समूह की प्रमुख कंपनी गोदरेज एंड बॉयस ने आज घोषणा की कि गोदरेज लॉक्स की ओर से लगातार पांचवें साल 15 नवंबर, 2021 को गृह सुरक्षा दिवस मनाया जाएगा। इस आयोजन को यादगार बनाने के लिए भारत में विश्वास, गुणवत्ता और सुरक्षा के पर्यायवाची ब्रांड गोदरेज लॉक्स ने लिबर्टी जनरल इश्योरेंस लिमिटेड के साथ भागीदारी की है। इसके तहत गोदरेज लॉक्स खरीदने वाले ग्राहकों को 1280 करोड़ रुपये तक का चोरी-संधमारी बीमा प्रदान किया जाएगा। इस पहल के माध्यम से कंपनी का उद्देश्य नागरिकों को जागरूक रहने और डकैती और चोरी जैसे खतरों से सुरक्षित रहने के लिए प्रोत्साहित करना है।

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Publication:	Society News	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
Country:		Language:	Hindi
Published Date	16 Nov 2021	Journalist:	Vijay Kumar Kedia

गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

<https://www.societynews.page/2021/11/20.html>

गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

November 16, 2021



मुंबई, 16 नवंबर, 2021- गोदरेज समूह की प्रमुख कंपनी गोदरेज एंड बॉयस ने आज घोषणा की कि गोदरेज लॉक्स की ओर से लगातार पांचवें साल 15 नवंबर, 2021 को गृह सुरक्षा दिवस मनाया जाएगा। इस आयोजन को यादगार बनाने के लिए भारत में विश्वास, गुणवत्ता और सुरक्षा के पर्यायवाची ब्रांड गोदरेज लॉक्स ने लिबर्टी जनरल इश्योरेंस लिमिटेड के साथ भागीदारी की है। इसके तहत गोदरेज लॉक्स खरीदने वाले ग्राहकों को 1280 करोड़ रुपए तक का चोरी-संधमारी बीमा प्रदान किया जाएगा। इस पहल के माध्यम से कंपनी का उद्देश्य नागरिकों को जागरूक रहने

और डकैती और चोरी जैसे खतरों से सुरक्षित रहने के लिए प्रोत्साहित करना है।

एडवांटेज की डिजिटल डोर लॉक्स रेंज और नया लॉन्च किया गया स्पेसटेक प्रो- पहला डिजिटल लॉक जिसे पेंटाबोल्ट एरीज़, पेंटाबोल्ट ईएक्सएस\$, अल्ट्रिक्स और एस्ट्रोकेन के साथ भारत में पूरी तरह से डिज़ाइन और निर्मित किया गया है- बेहतर सुरक्षा शक्ति वाले ऐसे गोदरेज लॉक्स खरीदने वाले ग्राहक इस ऑफर का लाभ उठा सकते हैं। आपको बस इतना करना है कि पैकेजिंग पर उपलब्ध क्यूआर कोड को स्कैन करना है। इसके बाद, ग्राहक को बीमा को एक्टिवेट करने के लिए जीएसटी के साथ एक वैध चालान प्रदान करना होगा। बीमा की वैधता एक्टिवेशन की तारीख से 1 वर्ष होगी और बीमा मूल्य खरीदे गए ताले के एमआरपी का 20 गुना होगा।

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Publication:	The Public Side	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
Country:		Language:	Hindi
Published Date	16 Nov 2021	Journalist:	Vijay Kumar Kedia

गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

<https://www.thepublicside.page/2021/11/20.html>

गोदरेज लॉक्स का अनूठा ऑफर - खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

Godrej | LOCKS



मुंबई, 16 नवंबर, 2021- गोदरेज समूह की प्रमुख कंपनी गोदरेज एंड बॉयस ने आज घोषणा की कि गोदरेज लॉक्स की ओर से लगातार पांचवें साल 15 नवंबर, 2021 को गृह सुरक्षा दिवस मनाया जाएगा। इस आयोजन को यादगार बनाने के लिए भारत में विश्वास, गुणवत्ता और सुरक्षा के पर्यायवाची ब्रांड गोदरेज लॉक्स ने लिबर्टी जनरल इंश्योरेंस लिमिटेड के साथ भागीदारी की है। इसके तहत गोदरेज लॉक्स खरीदने वाले ग्राहकों को 1280 करोड़ रुपए तक का

चोरी-संधमारी बीमा प्रदान किया जाएगा। इस पहल के माध्यम से कंपनी का उद्देश्य नागरिकों को जागरूक रहने और डकैती और चोरी जैसे खतरों से सुरक्षित रहने के लिए प्रोत्साहित करना है।

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Publication:	APN News	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:	0	Website Country Rank:	589
Website Global Rank:	21575	Genre:	NA
Country:	India	Language:	English
Published Date	15 Nov 2021	Journalist:	Bureau

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://www.apnnews.com/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

Published on November 15, 2021

*Partners with Liberty General Insurance Ltd to provide enhanced home safety to its customers
November 15th, 2021, marks the 5th year of Home Safety Day – a day coined by Godrej Locks to create awareness about home safety among citizens
Will impact over 50,000 households with an estimated increase of 30% in sales of superior safety strength locks
The collaboration will be effective from 15th November 2021 to 14th November 2022 for customers across India*

New Delhi : Godrej & Boyce, the flagship company of the Godrej Group, today, announced that its business, Godrej Locks, will be commemorating the fifth year of Home Safety Day on 15th November 2021. To mark this event, Godrej Locks, a brand synonymous with India's trust, quality, and safety, has partnered with Liberty General Insurance Ltd to offer burglary insurance up to INR 1280 Cr to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

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Published on November 15, 2021

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Customers who purchase superior safety strength Godrej Locks such as the digital door locks range of Advantis and the newly launched Spacetek Pro- the first digital lock that has been completely designed and manufactured in India along with Pentabolt Aries, Pentabolt EXS+, Altrix & Astro can avail of this offer. All one has to do is scan the QR code available on the packaging. Thereafter, the customer will need to provide a valid invoice with GST to activate the insurance. The validity of the insurance would be 1 year from the date of

activation and the insurance value will be 20 times the MRP of the lock purchased. The insurance can be claimed by customers who experience a burglary at home and if there is a break-in of the lock. In case of a break-in/burglary, the customer/victim will need to present a valid FIR copy to claim the insurance. The insurance amount will also cover loss of jewellery and high end products. With the combination of the superior technology used in Godrej Locks and the insurance being offered, Godrej Locks aims to make the homes of customers safer by offering them an impregnable layer of safety, thus making Godrej Locks an essential home safety product.

Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous home makers, providing them safety and quality products for decades. On the occasion of Home Safety Day, we are glad to tie-up with Liberty General Insurance Co Ltd and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India."

On the collaboration, Roopam Asthana, CEO & Whole Time Director, Liberty General Insurance Co Ltd said, "In today's world full of uncertainties, an insurance cover has assumed far greater significance than ever before. With this partnership we at Liberty General Insurance aim to reduce any insecurity a customer might have about safeguarding their homes from an unfortunate burglary. We at Liberty General Insurance believe that progress happens when people feel secure and through our partnership with Godrej Locks we aim to provide protection for the unexpected, delivered with care."

Godrej Locks launched Home Safety Day in 2017 to make citizens conscious of creating safer homes and since then the company has been introducing new ways to create awareness about home safety among the citizens of our country. According to a Godrej Locks survey that was launched last year, 85% of cops agree that there is a need to raise awareness about better home safety technology. Acknowledging the issue, Godrej Locks partnered with Liberty to incentivize customers who take proactive steps towards making their homes safer. Currently a similar format is exercised by insurance companies for health insurance, whereas home insurance has never been based on the initiatives taken by a home-owner to make his home a safer place.

The insurance offered by Godrej Locks and Liberty can be voluntarily availed based on the customer's prerogative & interest. In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance Co Ltd. The collaboration between Godrej Locks and Liberty Insurance will be effective from 15th November 2021 until 14th November 2022.

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Publication:	Bangalore Todays	Edition:	Online Coverage
Article Readership Value:	0	Expected Predicted Article Readership:	56
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Website Global Rank:	64755	Genre:	Net Magazine
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Published Date	15 Nov 2021	Journalist:	Bureau

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://bangaloretodays.wordpress.com/2021/11/15/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>

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Partners with Liberty General Insurance Ltd to provide enhanced home safety to its customers

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The insurance offered by Godrej Locks and Liberty can be voluntarily availed based on the customer's prerogative & interest. In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance Co Ltd. The collaboration between Godrej Locks and Liberty Insurance will be effective from 15th November 2021 until 14th November 2022. About Godrej Locks Godrej Locks is a 123-year-old leading manufacturer of innovative locking devices. Since its inception in 1897 by Ardeshir Godrej, the name 'Godrej' has become synonymous with trust, protection and integrity. From the first Anchor branded lock in 1897 to the first ever spring less lock in 1907, to the iconic 'Navtal' in 1954, and to the postmodern biometric locks, Godrej has set every benchmark in the locks industry. Over the years, Godrej Locks and Architectural Hardware & Fittings have changed in form, function and scope of application. But one thing still remains the same – the solid stamp of trust and reliability. Godrej Locks adhere to global quality norms and hold ISO 9001, ISO 14001 and OHSAS 18001 certifications.

With their locks reaching several countries around the world over a period of time, the brand has come a long way in delivering world-class smart locking solutions, therefore revolutionizing the very perception of a locking device from a mere functionality at an entry

and exit point, to a proud pause at the doorstep, a moment to take in the significance of how far they have come. For more information, please log on to www.godrejlocks.com

Godrej Locks is a business unit of Godrej & Boyce Mfg. Co. Ltd About Liberty General Insurance Limited

Liberty General Insurance Ltd. (LGI) is a joint venture between Liberty Citystate holdings PTE Ltd—a group company of Liberty Mutual Insurance Group, a diversified global insurer with over 900 offices across the world, headquartered in the U.S. —Enam Securities, and Diamond Dealtrade. LGI commenced operations in 2013 with the aim of providing comprehensive retail, commercial and industrial insurance solutions. The company has an employee strength of 1100+ with presence across 100+ locations in 28 states. Its partner network consists of about 5100+ hospitals and more than 4300 auto service centres. The company offers health and personal accident insurance, car and two-wheeler insurance, employee compensation insurance, commercial insurance, fire and engineering insurance, marine insurance and other miscellaneous insurance products in India.

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Estimated article readership:	0	Expected Predicted Article Readership:	0
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Country:	India	Language:	English
Published Date	15 Nov 2021	Journalist:	Bureau

Godrej Locks offers free burglary insurance

<https://www.bizzbuzz.news/markets/godrej-locks-offers-free-burglary-insurance-1072527>

Godrej Locks offers free burglary insurance

Godrej Locks in celebrating its fifth year of home safety day, has partnered with Liberty General Insurance to offer burglary insurance up to Rs1,280 crore to customers purchasing Godrej Locks.

By Bizz Buzz | 15 Nov 2021 10:47 PM IST



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Hyderabad: Godrej Locks in celebrating its fifth year of home safety day, has partnered with Liberty General Insurance to offer burglary insurance up to Rs1,280 crore to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies and burglaries.

Customers who purchase superior safety strength Godrej Locks such as Advantis and the newly launched Spacetek Pro can avail this offer. They can scan the QR code available on the packaging and then they need to provide a valid invoice with GST to activate the insurance.

The validity of the insurance would be one year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased. In case of a break-in or burglary, the customer or victim will need to present a valid FIR copy to claim the insurance.

The insurance amount will also cover loss of jewellery and high end products.

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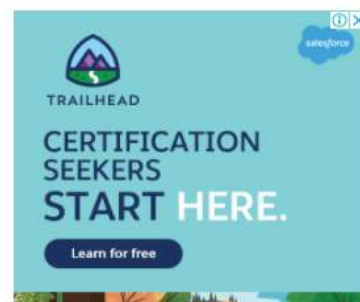
Publication:	Busines Shala India	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
Country:		Language:	English
Published Date	15 Nov 2021	Journalist:	Bureau

Godrej Locks offers free theft-burglary insurance up to 20 times the value of the product purchased

<https://businesshala.in/godrej-locks-offers-free-theft-burglary-insurance-up-to-20-times-the-value-of-the-product-purchased/>

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NOVEMBER 15, 2021 / INDIA



DMCA / Correction Notice

Recent Articles

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Highlights Godrej Locks partnered with Liberty General Insurance Limited.

Theft-burglary insurance up to Rs 1280 crore will be given to the customers.

The validity of the insurance will be 1 year from the date of activation.

New Delhi: Godrej & Boyce, the flagship company of Godrej Group, announced that Godrej Locks will celebrate Home Safety Day on November 15, 2021 for the fifth consecutive year. To make this event a memorable one, Godrej Locks, a brand synonymous with trust, quality and safety in India, has partnered with Liberty General Insurance Limited. Under this, theft and burglary insurance up to Rs 1280 crore will be provided to customers buying Godrej locks. Through this initiative the company aims to encourage citizens to be aware and stay safe from dangers like robbery and theft.

Advantis' range of digital door locks and the newly launched Spacetec Pro – the first digital lock to be completely designed and manufactured in India with Pentabolt Aeries, Pentabolt EXS, Ultrix and Astroken – the best choice to buy Godrej locks with enhanced

security power Customers can take advantage of this offer. All you have to do is scan the QR code available on the packaging. Thereafter, the customer has to provide a valid invoice with GST to activate the insurance. The validity of the insurance will be 1 year from the date of activation and the insurance value will be 20 times the MRP of the locks purchased.

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Publication:	Chennai City News	Edition:	Online Coverage
Article Readership Value:	1	Expected Predicted Article Readership:	52
Website Readership:	0	Website Country Rank:	1558
Website Global Rank:	70117	Genre:	Net Magazine
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Published Date	15 Nov 2021	Journalist:	Bureau

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<https://www.chennaicitynews.net/business/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>

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November 15, 2021








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Godrej Locks offers free burglary insurance up to 20X value of product purchased

<https://www.cityairnews.com/content/godrej-locks-offers-free-burglary-insurance-up-to-20x-value-of-product-purchased>



Business

Partners with Liberty General Insurance Ltd to provide enhanced home safety to its customers

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Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous home makers, providing them safety and quality products for decades. On the occasion of Home Safety Day, we are glad to tie-up with Liberty General Insurance Co Ltd and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India."

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November 15, 2021
Editorial Team



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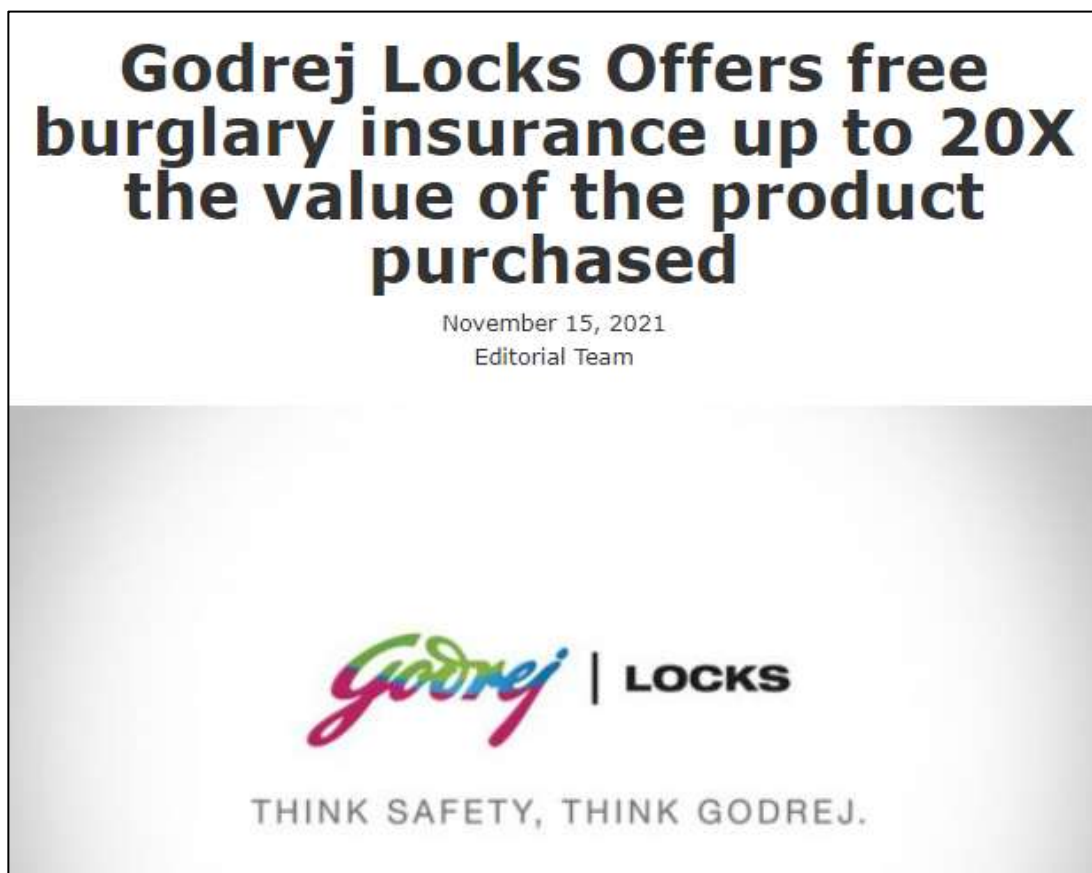
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Website Global Rank:		Genre:	NA
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Godrej | LOCKS

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The insurance offered by Godrej Locks and Liberty can be voluntarily availed based on the customer's prerogative & interest. In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance Co Ltd. The collaboration between Godrej Locks and Liberty Insurance will be effective from 15th November 2021 until 14th November 2022.

Related Articles

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Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:	0	Website Country Rank:	1030
Website Global Rank:	46242	Genre:	NA
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Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://globalprimenews.com/2021/11/15/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>

Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

TOPICS: #Roopam Asthana CEO & Whole Time Director Liberty General Insurance
#Shyam Motwani Executive VP & Head Of Business Godrej Locks



Shyam Motwani, Executive VP & Head of Business, Godrej Locks

POSTED BY: SACHIN MURDESHWAR NOVEMBER 15, 2021

Partners with Liberty General Insurance Ltd to provide enhanced home safety to its customers

- November 15th, 2021, marks the 5th year of Home Safety Day – a day coined by Godrej Locks to create awareness about home safety among citizens
- Will impact over 50,000 households with an estimated increase of 30% in sales of superior safety strength locks

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Mumbai, 15th November, 2021 (GPN): Godrej & Boyce, the flagship company of the Godrej Group, today, announced that its business, Godrej Locks, will be commemorating the fifth year of Home Safety Day on 15th November 2021. To mark this event, Godrej Locks, a brand synonymous with India's trust, quality, and safety, has partnered with Liberty General Insurance Ltd to offer burglary insurance up to INR 1280 Cr to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

Customers who purchase superior safety strength Godrej Locks such as the digital door locks range of Advantis and the newly launched Spacetek Pro- the first digital lock that has been completely designed and manufactured in India along with Pentabolt Aries, Pentabolt EXS+, Altrix & Astro can avail of this offer. All one has to do is scan the QR code available on the packaging. Thereafter, the customer will need to provide a valid invoice with GST to activate the insurance. The validity of the insurance would be 1 year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased. The insurance can be claimed by customers who experience a burglary at home and if there is a break-in of the lock. In case of a break-in/burglary, the customer/victim will need to present a valid FIR copy to claim the insurance. The insurance amount will also cover loss of jewellery and high end products. With the combination of the superior technology used in Godrej Locks and the insurance being offered, Godrej Locks aims to make the homes of customers safer by offering them an impregnable layer of safety, thus making Godrej Locks an essential home safety product.

Shyam Motwani, EVP and Business Head, Godrej Locks & Architectural Fittings and Systems -Photo By GPN

Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous home makers, providing them safety and quality products for decades. On the occasion of Home Safety Day, we are glad to tie-up with Liberty General Insurance Co Ltd and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India."

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Godrej Locks partners with Liberty General Insurance Ltd

<https://hotnewsexpress.com/2021/11/15/godrej-locks-partners-with-liberty-general-insurance-ltd/>

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**Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased
Partners with Liberty General Insurance Ltd to provide enhanced home safety to its customers**

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About Godrej Locks

Godrej Locks is a 123-year-old leading manufacturer of innovative locking devices. Since its inception in 1897 by Ardeshir Godrej, the name 'Godrej' has become synonymous with trust, protection and integrity. From the first Anchor branded lock in 1897 to the first ever spring less lock in 1907, to the iconic 'Navtal' in 1954, and to the postmodern biometric locks, Godrej has set every benchmark in the locks industry. Over the years, Godrej Locks and Architectural Hardware & Fittings have changed in form, function and scope of application. But one thing still remains the same – the solid stamp of trust and reliability. Godrej Locks adhere to global quality norms and hold ISO 9001, ISO 14001 and OHSAS 18001 certifications.

With their locks reaching several countries around the world over a period of time, the brand has come a long way in delivering world-class smart locking solutions, therefore revolutionizing the very perception of a locking device from a mere functionality at an entry and exit point, to a proud pause at the doorstep, a moment to take in the significance of how far they have come. For more information, please log on to www.godrejlocks.com

Godrej Locks is a business unit of Godrej & Boyce Mfg. Co. Ltd

About Liberty General Insurance Limited

Liberty General Insurance Ltd. (LGI) is a joint venture between Liberty Citystate holdings PTE Ltd—a group company of Liberty Mutual Insurance Group, a diversified global insurer with over 900 offices across the world, headquartered in the U.S. —Enam Securities, and Diamond Dealtrade. LGI commenced operations in 2013 with the aim of providing comprehensive retail, commercial and industrial

insurance solutions. The company has an employee strength of 1100+ with presence across 100+ locations in 28 states. Its partner network consists of about 5100+ hospitals and more than 4300 auto service centres. The company offers health and personal accident insurance, car and two-wheeler insurance, employee compensation insurance, commercial insurance, fire and engineering insurance, marine insurance and other miscellaneous insurance products in India.

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<https://kalaipoonga.net/business/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased/>

GODREJ LOCKS OFFERS FREE BURGLARY INSURANCE UP TO 20X THE VALUE OF THE PRODUCT PURCHASED

By **kpwpeditor** - November 15, 2021 75 0



THINK SAFETY, THINK GODREJ.

GODREJ LOCKS OFFERS FREE BURGLARY INSURANCE UP TO 20X THE VALUE OF THE PRODUCT PURCHASED

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Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://www.konexionetwork.com/NewsDetails.aspx?newsid=7aa324c5-c8cb-40cc-b8b9-25c8cc8190fd>

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by Our Corresspondent - Nov 15, 2021



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Partners with Liberty General Insurance Ltd to provide enhanced home safety to its customers

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Godrej Locks offers free theft-burglary insurance up to 20 times the value of the product purchased

<https://nayaseekho.com/godrej-locks-offers-free-theft-burglary-insurance-up-to-20-times-the-value-of-the-product-purchased/>

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Photo:GODREJ Godrej Locks offers free theft-burglary insurance up to 20 times the value of the product purchased

Highlights Godrej Locks partnered with Liberty General Insurance Limited.

Theft-burglary insurance up to Rs 1280 crore will be given to the customers.

The validity of the insurance will be 1 year from the date of activation.

New Delhi: Godrej & Boyce, the flagship company of Godrej Group, announced that Godrej Locks will celebrate Home Safety Day on November 15, 2021 for the fifth consecutive year. To make this event a memorable one, Godrej Locks, a brand synonymous with trust, quality and safety in India, has partnered with Liberty General Insurance Limited. Under this, theft and burglary insurance of up to Rs

1280 crore will be provided to customers buying Godrej locks. Through this initiative the company aims to encourage citizens to be aware and stay safe from dangers like robbery and theft.

Advantis' range of digital door locks and the newly launched Spacetec Pro – the first digital lock to be completely designed and manufactured in India with Pentabolt Aeries, Pentabolt EXS, Ultrix and Astroken – the best choice to buy Godrej locks with enhanced security power Customers can take advantage of this offer. All you have to do is scan the QR code available on the packaging. Thereafter, the customer has to provide a valid invoice along with GST to activate the insurance. The validity of the insurance will be 1 year from the date of activation and the insurance value will be 20 times the MRP of the locks purchased.

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Godrej Locks Offers Free Burglary Insurance up to 20X the Value

<https://www.newsexperts.in/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value/>

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By NE Reporter on November 15, 2021

LIVE UPDATES

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Godrej Locks Offers free burglary insurance up to 20X the value of the product purchased

<https://www.puneprahar.com/?p=31748>

GODREJ LOCKS OFFERS FREE BURGLARY INSURANCE UP TO 20X THE VALUE OF THE PRODUCT PURCHASED

By Pratik Gangane - 15/11/2021 29

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Godrej | LOCKS

ALL 5 LEVELS OF SECURITY
EST. 1897

Images of Godrej lock products: a circular lock, a door handle, a padlock, and a door knob.

Mumbai, 15th November, 2021: Godrej & Boyce, the flagship company of the Godrej Group, today, announced that its business, Godrej Locks, will be commemorating the fifth year of Home Safety Day on 15th November 2021. To mark this event, Godrej Locks, a brand synonymous with India's trust, quality, and safety, has partnered with Liberty General Insurance Ltd to offer burglary insurance up to INR 1280 Cr to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

Partners with Liberty General Insurance Ltd to provide enhanced home safety to its customers

November 15th, 2021, marks the 5th year of Home Safety Day – a day coined by Godrej Locks to create awareness about home safety among citizens

Will impact over 50,000 households with an estimated increase of 30% in sales of superior safety strength locks

The collaboration will be effective from 15th November 2021 to 14th November 2022 for customers across India

Customers who purchase superior safety strength Godrej Locks such as the digital door locks range of Advantis and the newly launched Spacetek Pro- the first digital lock that has been completely designed and manufactured in India along with Pentabolt Aries, Pentabolt EXS+, Altrix & Astro can avail of this offer. All one has to do is scan the QR code available on the packaging. Thereafter, the customer will need to provide a valid invoice with GST to activate the insurance. The validity of the insurance would be 1 year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased . The insurance can be claimed by customers who experience a burglary at home and if there is a break-in of the lock. In case of a break-in/burglary, the customer/victim will need to present a valid FIR copy to claim the insurance. The insurance amount will also cover loss of jewellery and high end products. With the combination of the superior technology used in Godrej Locks and the insurance being offered, Godrej Locks aims to make the homes of customers safer by offering them an impregnable layer of safety, thus making Godrej Locks an essential home safety product. Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous home makers, providing them safety and quality products for decades. On the occasion of Home Safety Day, we are glad to tie-up with Liberty General Insurance Co Ltd and provide an additional layer of home safety to our customers as well as a holistic and well-rounded bundle of protection. With this collaboration, the business expects to increase their sales by 30% of the superior safety strength locks of Godrej and impact over 50,000 households in India."

On the collaboration, Roopam Asthana, CEO & Whole Time Director, Liberty General Insurance Ltd said, "In today's world full of uncertainties, an insurance cover has assumed far greater significance than ever before. With this partnership we at Liberty General Insurance aim to reduce any insecurity a customer might have about safeguarding their homes from an unfortunate burglary. We at Liberty General Insurance believe that progress happens when people feel secure and through our partnership with Godrej Locks we aim to provide protection for the unexpected, delivered with care."

Godrej Locks launched Home Safety Day in 2017 to make citizens conscious of creating safer homes and since then the company has been introducing new ways to create awareness about home safety among the citizens of our country. According to a Godrej Locks survey that was launched last year, 85% of cops agree that there is a need to raise awareness about better home safety technology. Acknowledging the issue, Godrej Locks partnered with Liberty to incentivize customers who take proactive steps towards making their homes safer. Currently a similar format is exercised by insurance companies for health insurance, whereas home insurance has never been based on the initiatives taken by a home-owner to make his home a safer place.

The insurance offered by Godrej Locks and Liberty can be voluntarily availed based on the customer's prerogative & interest. In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance Co Ltd. The collaboration between Godrej Locks and Liberty Insurance will be effective from 15th November 2021 until 14th November 2022.


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Website Global Rank:	35447	Genre:	NA
Country:	India	Language:	English
Published Date	15 Nov 2021	Journalist:	Bureau

Godrej Locks Offers Free Burglary Insurance Up To 20X Value of Product Purchased

<https://realtyplusmag.com/godrej-locks-offers-free-burglary-insurance-up-to-20x-value-of-product-purchased/>

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THINK SAFETY, THINK GODREJ.

15/11/2021 , by Realty Plus, in ALLIED

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Estimated article readership:	0	Expected Predicted Article Readership:	0
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Website Global Rank:		Genre:	NA
Country:		Language:	English
Published Date	15 Nov 2021	Journalist:	Dileep Athavale

Good to Know: Godrej Locks, Amazon.in, India Post Payments Bank (IPPB), DealShare

<http://www.sunshinepune.in/good-to-know-godrej-locks-amazon-in-india-post-payments-bank-ippb-dealshare/>

Good to Know: Godrej Locks, Amazon.in, India Post Payments Bank (IPPB), DealShare

By  Dileep Athavale November 15, 2021 👁 55 💬 0

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Amazon.in today announced the 'SecureFest'. Customers can get great deals and offers on smart security cameras starting INR 2,599 from leading brands like Mi, Zebtronics Zeb, Imou, QUBO and many more. 'SecureFest' features a wide selection of wireless and wired cameras across affordable and premium price segments with features ranging from 360° coverage to voice-enabled control with Alexa and much more.

India Post Payments Bank (IPPB), Department of Posts and Bajaj Allianz Life Insurance Company (BALIC) have announced a strategic partnership for offering term and annuity products to customers through the Bank's extensive network of 650 branches and over 136,000 banking access points. The tie-up will enable customers, particularly from weaker sections and living in unbanked and underserved areas, to become financially secure and empowered, and is in line with IPPB's objective of offering value added products and services to its customers. Unique services that will be offered to DoP-IPPB-BALIC customers include: Term & Annuity Products viz. Bajaj Allianz Smart Protect Goal & Bajaj Allianz Guaranteed Pension Goal (Both the products available on easy to sell POS platform), Term product viz. Bajaj Allianz Smart Protect Goal has option of return of premium on maturity, Annuity Product viz. Bajaj Allianz Guaranteed Pension Goal also offers return of purchase price as legacy upon death of annuitant and, 100% digital buy journey to ensure reach to the last mile and contribution to the digital literacy vision of Government of India.

DealShare, the leading social ecommerce player in India, announced aggressive expansion plans for Maharashtra by launching their services in Pune. DealShare will be available across all the pin codes in the city. With this expansion, DealShare will serve customers across 60+ cities and 10 states in the country. The company is planning to strengthen its presence in these 10 states and increase its footprint to 100+ cities by the end of this financial year. With the entry of DealShare, residents of Pune will have an opportunity to experience a disruptive social e-commerce model and the value-conscious consumers can purchase quality products in an engaging and rewarding way. DealShare offers high quality, low priced essentials and a gamified, fun and virality-driven shopping experience, making it easy for even the first time internet users to shop online as the app is available in all the local languages. Their mission is to make an impact on the lives of people in terms of both affordability and convenience. Further, consumers can install the app easily from the Play Store, use the app in their preferred language and gain more from every purchase. It allows customers to share deals via WhatsApp & other social media platforms to grab amazing deals and discounts on their daily-use products while encouraging group buying.

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Publication:	The Banking & Finance Post	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:	0	Website Country Rank:	0
Website Global Rank:	0	Genre:	NA
Country:	India	Language:	English
Published Date	15 Nov 2021	Journalist:	Bureau

Godrej Locks partners Liberty General Insurance to offer free burglary insurance

<https://bfsi.eletsonline.com/godrej-locks-partners-liberty-general-insurance-to-offer-free-burglary-insurance/>



Godrej & Boyce, the flagship company of the Godrej Group has partnered with Liberty General Insurance Ltd to offer burglary insurance up to Rs 1280 crore to customers purchasing Godrej Locks. Through this initiative the company aims to encourage citizens to be proactive and stay protected against threats like robberies & burglaries.

With this development, Godrej Locks aims to make the homes of customers safer by offering them an impregnable layer of safety, thus making Godrej Locks an essential home safety product.

Commenting on the Home Safety Day and collaboration with Liberty, Shyam Motwani, Executive VP & Head of Business, Godrej Locks, said, "Godrej Locks has always been at the forefront of imbuing home safety among citizens. We have been the preferred choice for numerous home makers, providing them safety and quality products for decades. On the occasion of Home Safety Day, we are glad to

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Publication:	thenewsglory	Edition:	Online Coverage
Estimated article readership:	0	Expected Predicted Article Readership:	0
Website Readership:		Website Country Rank:	
Website Global Rank:		Genre:	NA
Country:		Language:	English
Published Date	15 Nov 2021	Journalist:	The News Glory

Insurance for Safe and the whole product if you buy the lock now

<https://thenewsglory.com/insurance-for-safe-and-the-whole-product-if-you-buy-the-lock-now/>

The screenshot shows a news article page with the following elements:

- Headline:** Insurance for Safe and the whole product if you buy the lock now
- Byline:** By The News Glory, 15/11/2021
- Advertisements:**
 - Toyota Vellfire:** DESIGNED FOR LUXURY. BUILT FOR SUSTAINABLE MOBILITY. THE NEW VELLFIRE. NOW THAT'S Awesome. ATTRACTIVE EMI OF ₹77,777/-.
 - Gritzo Supermilk:** INDIA'S ONLY PERSONALIZED NUTRITION FOR YOUR CHILD.
 - Lock Advertisement:** Features images of a lock mechanism and Indian 500 rupee banknotes.

Kochi: Can I get protection from burglary and theft if I buy a house? Godrej Locks, part of Godrej & Boys, a subsidiary of the Godrej Group, has announced an insurance plan to protect customers from burglary and housebreaking. The company is implementing the scheme in association with Liberty General Insurance Company Limited.

Godrej has introduced a new scheme to protect users who buy locks from burglary and burglary. The company aims to encourage citizens to be vigilant and secure against burglary and burglary.

Godrej's high-security digital door locks range of insurance. PentaBolt Aries and PentaBolt EXS are also launching the Advantis and the newly launched Spacetech Pro locks, which are designed and manufactured entirely in India. The offer is also available to customers who purchase premium locks.

You can join the insurance scheme by scanning the QR code on the packet and submitting an invoice with GST. The term of the insurance is one year from the date of registration. The insurance will be 20 times the maximum retail price of the lock. If there is a burglary or burglary in the home and the lock is broken, the insurance can be claimed with a copy of the FIR. Protection is available for jewelry and high value products.

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Publication:	UNI India	Edition:	Online Coverage
Article Readership Value:	12	Expected Predicted Article Readership:	173885
Website Readership:	0	Website Country Rank:	511
Website Global Rank:	18476	Genre:	Newswire
Country:	India	Language:	English
Published Date	15 Nov 2021	Journalist:	Bureau

Godrej locks partners with Liberty Gen Insurance to offer insurance up to 20x value of locks

<http://www.uniindia.com/godrej-locks-partners-with-liberty-gen-insurance-to-officer-insurance-up-to-20x-value-of-locks/business-economy/news/2564199.html>

Godrej locks partners with Liberty Gen Insurance to offer insurance up to 20x value of locks

Hyderabad, Nov 15 (UNI) Godrej and Boyce, the flagship company of the Godrej Group, on Monday announced that its business, Godrej Locks, collaborated with Liberty General Insurance Ltd to offer burglary insurance up to 20x to the customer purchasing Godrej locks . This was announced as marks of the 5th year of Home safety day, a day coined by Godrej locks to create awareness about home safety among citizens, the company said in a virtual conference. The collaboration will effective from Monday to Nov 14 next year for customers across the country and customers , who purchase superior safety strength Godrej Locks such as the digital door locks range of Advantis and the newly launched Spacetek Pro- the first digital lock that has been completely designed and manufactured in India along with Pentabolt Aries, Pentabolt EXS+, Altrix & Astro can avail of this offer.

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All one has to do is scan the QR code available on the packaging and thereafter, the customer will need to provide a valid invoice with GST to activate the insurance.

The validity of the insurance would be 1 year from the date of activation and the insurance value will be 20 times the MRP of the lock purchased, said Shyam Motwani, Executive VP and Head of Business, Godrej Locks, in a virtual press conference.

The insurance can be claimed by customers who experience a burglary at home and if there is a break-in of the lock and in case of a break-in/burglary, the customer/victim will need to present a valid FIR copy to claim the insurance. The insurance amount will also cover loss of jewellery and high end products.

With the combination of the superior technology used in Godrej Locks and the insurance being offered, Godrej Locks aims to make the homes of customers safer by offering them an impregnable layer of safety, thus making Godrej Locks an essential home safety product.

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With this collaboration, the business expects to increase their sales by 30 percent of the superior safety strength locks of Godrej and impact over 50,000 households in India, he added.

On the collaboration, Roopam Asthana, CEO and Whole Time Director, Liberty General Insurance Co Ltd said, with this partnership we at Liberty General Insurance aim to reduce any insecurity a customer might have about safeguarding their homes from an unfortunate burglary.

According to a Godrej Locks survey that was launched last year, 85 percent of cops agree that there is a need to raise awareness about better home safety technology.

The insurance offered by Godrej Locks and Liberty can be voluntarily availed based on the customer's prerogative and interest. In case any customer wishes to extend the policy, they can directly contact Liberty General Insurance Co Ltd.

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Published Date	15 Nov 2021	Journalist:	Bureau

godrej locks partners with liberty gen insurance to officer insurance up to 20x value of locks-News in Hindi

<http://www.uniindia.com/tags/godrej-locks-partners-with-liberty-gen-insurance-to-officer-insurance-up-to-20x-value-of-locks>

godrej-locks-partners-with-liberty-gen-insurance-to-officer-insurance-up-to-20x-value-of-locks News in Hindi -1 News Headlines Found

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#Godrej locks partners with Liberty Gen Insurance to officer insurance up to 20x value of locks

[Godrej Locks Partners With Liberty Gen Insurance To Officer Insurance Up To 20x Value Of Locks- Latest Hindi News Headlines On Godrej Locks Partners With Liberty Gen Insurance To Officer Insurance Up To 20x Value Of Locks. Stay Updated With Recent Developments & News Stories About Godrej Locks Partners With Liberty Gen Insurance To Officer Insurance Up To 20x Value Of Locks](#)

godrej-locks-partners-with-liberty-gen-insurance-to-officer-insurance-up-to-20x-value-of-locks News in Hindi -1 News Headlines Found

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godrej locks partners with liberty gen insurance to officer insurance up to 20x value of locks- Latest Hindi News headlines on godrej locks partners with liberty gen insurance to officer insurance up to 20x value of locks. Stay updated with recent developments & news stories about godrej locks partners with liberty gen insurance to officer insurance up to 20x value of locks

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Publication:	Face of India	Edition:	Online Coverage
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Website Global Rank:	0	Genre:	NA
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Published Date	15 Nov 2021	Journalist:	Manav Nagar

गोदरेज लॉक्स का अनूठा ऑफर-खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

<https://thefaceofindia.in/business/unique-offer-from-godrej-locks-free-theft-burglary-insurance-up-to-20-times-the-value-of-the-product-purchased/>

गोदरेज लॉक्स का अनूठा ऑफर-खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा

 by [manav-nagar](#) — 15/11/2021 at 3:39 PM IST in Business Reading Time: 1 min read

 | LOCKS

THINK SAFETY, THINK GODREJ.

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Country:	India	Language:	Hindi
Published Date	15 Nov 2021	Journalist:	Bureau

गोदरेज लॉक्स का ऑफर, खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा देगा

<https://www.indiatv.in/paisa/business-godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased-823402>

गोदरेज लॉक्स का ऑफर, खरीदे गए उत्पाद के मूल्य से 20 गुना तक का मुफ्त चोरी-संधमारी बीमा देगा

आपको बस इतना करना है कि पैकेजिंग पर उपलब्ध क्यूआर कोड को स्कैन करना है। इसके बाद, ग्राहक को बीमा को एक्टिवेट करने के लिए जीएसटी के साथ एक वैध च प्रदान करना होगा।



India TV Paisa Desk

Published on: November 15, 2021 18:32 IST



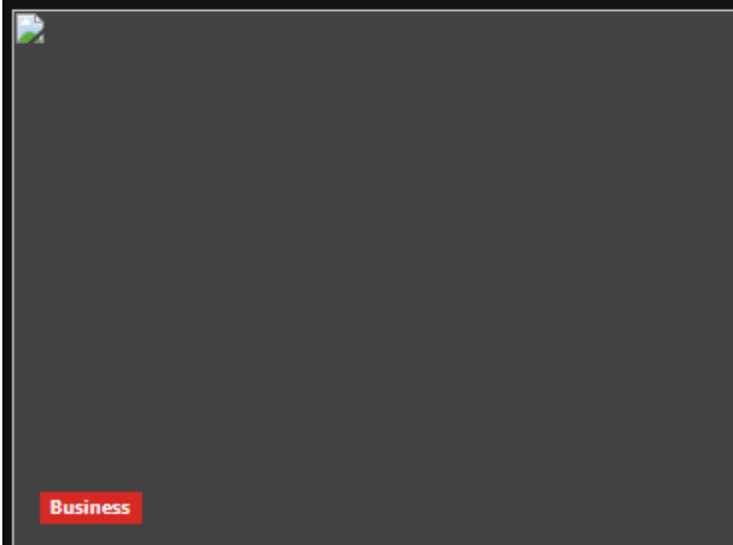
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Website Global Rank:		Genre:	NA
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Published Date	15 Nov 2021	Journalist:	Bureau

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<https://sachchadost.in/archives/tag/godrej-locks-offers-free-burglary-insurance-up-to-20x-the-value-of-the-product-purchased>

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