

Godrej Interio's office wellness portfolio to expand offering in Pune

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Godrej Interio expands its portfolio in wellness by launching motion chair to make people move for the first time in India



Godrej Interio, India's leading furniture brand in institutional segments with a strong commitment to sustainability and centers of excellence in design, manufacturing and retail launched an exclusive product 'Motion Chair' in Pune.

The product was launched by Mr. Anil Mathur, Chief Operating Officer, Interio Division. Aided by this innovative product, the retail brand aims to spearhead and play a significant role in growth across Pune's health and wellness category.

Office workers today spend many more hours at work. Furthermore, most of these hours in office are spent working on the computer or laptop. Remaining seated at the workstation for extended periods force the modern office worker to sit in highly strained postures for longer duration which lead to irreversible spine damage over time. Therefore this innovative product will be a boon for such individuals.

Anil Mathur, Chief Operating Officer, Interio Division said, "The rising popularity of health and wellness products has enhanced demand for new-age office furniture. This huge untapped opportunity spurred us to invest 20 Cr in health and wellness category furniture manufacturing."

Godrej Interio has a wide office product range in wellness portfolio meeting different various needs and tastes based on Wellness Insights. 'Motion Chair' is based on a unique concept where the product is responsive to the natural postural change needs of the user and enables active sitting and dynamic body movements for overall wellness and efficiency of the user.