

Godrej expands health security portfolio in India

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The UV Sanitizer box with UV-C light based disinfection technology is proven to sanitise against viruses and bacteria including on everyday objects



Godrej Security Solutions (GSS), the leading player in future technology of security solutions, announced its venture into the health security segment with the COVID Defence Security Range of products in May. To meet the growing demand for products in the health security space, Godrej has launched 'UV Case' and expanded its health security segment. The portfolio address the issue of sanitising daily objects, equipment and surfaces that come in contact with several people before entering a premise.

The newly launched UV Case from Godrej Security Solutions uses the *UV-C light disinfection technology* that helps to create a multiple barrier approach to reducing the transmission of the virus and germs based on current disinfection data and empirical evidence. Worldwide, UV-C Sterilization is the most established scientific method for dry killing more than 65 families of pathogens, viruses and bacteria, including SARS-CoV-1.

Commenting on the launch *Mehernosh Pithawalla, Vice President, Godrej Security Solution* said, "Studies show that UV-C light has been used extensively for more than 40 years in disinfecting drinking water, wastewater, air, pharmaceutical products, and surfaces against a whole suite of human pathogens. Today, health security has become a priority for everyone. There is an increased need for a product post-COVID-19 that would sanitise anything that has been brought home from external environments. The Godrej UV Case meets this need; it disinfects and decontaminates almost everything used by an individual daily from mobiles, masks, newspaper, clothes, accessories, books, bags and many other innumerable articles. It will also be helpful for the healthcare sector for sanitisation of PPEs kits. As a market leader, it was incumbent on us to launch a product only after rigorous internal and external testing before it could reach consumers. With the UV Case, we move one step closer to achieving our mission of making the world a safer and healthier place."

Mehernosh added, "Godrej Security Solution estimates the total addressable health security and safety market for FY-2021 in the country is around INR 200 Crore. We seek to capture at least 20% share of the addressable market. Homes, work-places of the future, as well as many industries, will have to ensure minimum human interference and combat spread of infectious

diseases through surface contact. The product enables homeowners and commercial establishments to sanitise their daily-use items like watches, wallets, keys, mobiles, clothes, parcels, among others. Stationery, medical equipment, and salon products can be disinfected in the case to protect and sanitise them before use. Shop owners can disinfect their items for sale before and after customers have had a touch and feel of the same.”

The sanitisation process of the UV Case is a chemical-free case that helps to kill 99.9% viruses and sanitises everything from cash, jewellery, mobile phones to masks, and PPE Kits. The new product has found industry-wide applications in Hospitality, Healthcare, Leisure, Retail, and Homes. The UV Case comes in 3 sizes – 15L, 30L and 54L which gives consumer maximum usable volume ranging for home use to industrial use starting at INR 8,999.