



Godrej Interio Takes Virtual Interior Design to New Heights with Dassault Systèmes

Offering 'Lifelike' Experience to Experiment with Colors, Textures, Furniture and Specialized Equipments

Mumbai (INDIA), Dec 13, 2011 – [Dassault Systèmes](#) (3DS) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, today announced that it has been chosen as a strategic partner by Godrej Interio – the business unit of Godrej & Boyce Mfg. Co. Ltd and India's largest furniture brand. Dassault Systèmes will develop a 3D Home Configurator application that will be deployed at various Godrej Interio outlets and their new format store for customized furniture - U & US Design Studio. Godrej Interio will use Dassault Systèmes' 3DVIA to deliver an interactive visualization and personalization experience that eliminates unwanted surprises in the process of interior design.

Through the 3DVIA-based application, customers will be able to create their virtual home layouts, replete with details such as the colors and textures of the walls, positioning of the windows, wall-fitted cupboards and doors, furniture and other equipments that customers might want to make part of their interiors. The objects in the layout can be moved, rotated or scaled as per customers' requirements, thereby offering a chance to create a visual effect as close to reality as possible. This in turn, gives customers a feeling of being involved in designing their home or work space, while eliminating the pain of supervising labour work.

"India is growing big on virtualization and 3D applications as the pressure for reducing investments on time, money and infrastructure is increasing," said Andy Kalambi, President, South Asia, Dassault Systèmes. "Emerging business verticals such as retail, fashion and lifestyle are facing important challenges for achieving balance in waste reduction and heighten customer experiences. Therefore, companies such as Godrej Interio whose business much depends on customer satisfaction and experience thought we could help them to provide their customers with an ultimate virtual experience to envision a lifestyle that they would aspire for, using Godrej Interio products."

Godrej Interio will build libraries with clients' feedbacks and suggestions captured when using the 3D Home configurator. Once customers have completed their version of the layout, they can virtually walk around it to experience how it would be. In addition, customers can have details of the interior created as well as the actual cost and quantity. In case customers choose to share it with others, they can also take high-definition snapshots and capture videos of the scene created. Godrej Interior involved Godrej InfoTech for elaborate technical evaluation on 4 parameters: ease of user interface, Solution Architecture to meet dynamic business requirements and deployment on various platforms and integration with CRM and ERP systems. Godrej Infotech will support the deployment of the solution and will maintain the system in future.

Adding further on the partnership, Mr. Anilsain Mathur COO, Godrej Interio said, "We are excited about being able to offer our valued customers a real time 3D visualization experience for co creating their home furniture even before they make a buying decision."



Commenting on Godrej InfoTech's role Mr. Ajay Pimparkar CEO –Godrej InfoTech, stated, "It gives us immense pleasure to be associated with such customer oriented **projects** and a very good platform to showcase the capabilities of Godrej InfoTech. The seamless integration of 3D Home Configurator with ERP system has been designed and developed by the InfoTech Team."

On a concluding note Mr. Rohinton Contractor Executive Vice President – Procurement, EXIM Services & Overseas Finance – Godrej & Boyce Mfg. Co. Ltd & Director-Godrej InfoTech Limited stated, "Godrej has always focused on customer needs and this would be an ambitious project which would set an excellent example of Technology Leverage for Customer Participation. Further we believe this would set a trend for future business and as usual Godrej Group would be a pioneer."

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About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 130,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes applications provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, EXALEAD for search-based applications- SolidWorks for 3D mechanical design and 3DVIA for online 3D lifelike experiences. For more information, visit <http://www.3ds.com>.

CATIA, DELMIA, ENOVIA, EXALEAD, SIMULIA, SolidWorks and 3DVIA are registered trademarks of Dassault Systèmes or its subsidiaries in the US and/or other countries.

About Godrej Interio

Godrej Interio is India's largest furniture brand. From manufacturing the humble Storwel cupboard 80 years back to being a vibrant, innovative brand with a diverse portfolio – it's been a brilliant, exciting journey for us. We love bringing alive your dream space. We emphasize comfort and aesthetics while delivering well designed, fun and functional furniture solutions to you.

True to the Godrej mission to conserve the environment, we design products, set up processes and use raw materials that are eco-friendly to do our bit to preserve natural resources.

We offer our customers home and office furniture, along with solutions for laboratories, hospitals and healthcare establishments, education and training institutes, shipyards and navy, auditoriums and stadiums. We are present across India through our 50 exclusive showrooms in 18 cities and through 800 dealer outlets.

Godrej Interio is a business unit of Godrej & Boyce Mfg. Co. Ltd. - part of the Godrej Group, one of India's largest engineering and consumer product groups.

About Godrej Infotech Godrej Infotech, formerly a division of Godrej & Boyce Mfg. Co. Ltd., commenced operations as a separate corporate entity on April 1, 1999. Godrej Infotech is a part of the diversified GODREJ group, established in India in 1897. We **have** three decades of experience in providing cost-effective and high-quality IT solutions. Godrej Infotech is leading implementation partner and reseller for Global ERP products like SAP, Infor and Microsoft Dynamics. Godrej Infotech is assessed at SEI-CMM Level 4. In addition to SEI-CMM Level 4, Godrej Infotech also has ISO-9001:2008 Quality Systems Certification for Analysis, Design, Coding, Testing, Delivery and Maintenance of Commercial Application Software AND ERP Consultancy and Operations and Technology Services. **For more details, please contact:**

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