



**Godrej Consumer Products introduces patented India’s first indigenously developed mosquito repellent molecule in Goodknight liquid vapouriser**

**Mumbai, July 12, 2024:** India has achieved a groundbreaking scientific milestone in the fight against mosquito-borne diseases. Scientists at Godrej Consumer Products Ltd (GCPL), along with its partner, has developed 'Renofluthrin' – India’s first indigenously developed and patented molecule which makes the most efficacious liquid vapouriser formulation for mosquito control.

The formulations made of Renofluthrin is 2X more effective against mosquitoes, compared to any other registered formulation in liquid vapouriser format currently available in India. Rigorous testing and approval by the Central Insecticide Board and Registration Committee (CIB&RC) underscore its efficacy and safety. GCPL, which is the leader in household insecticides category, is introducing the Renofluthrin formulation in its new Goodknight Flash liquid vapouriser which is India’s most efficacious liquid vapouriser.

**How Homegrown ‘Renofluthrin’ Performs Against Other Existing Molecules?**

FEATURES	RENOFLUTHRIN	CURRENT MOLECULES
<b>EFFICACY OF REGISTERED FORMULATIONS IN INDIA</b>	Superior (2X effective)	Standard
<b>COUNTRY OF ORIGIN</b>	India	Other countries in Asia and Europe
<b>EXCLUSIVITY OF MOLECULE</b>	Only GCPL has exclusivity rights to use this molecule in its brand – Goodknight	Non-exclusive rights for all household insecticide manufacturing organisations

Every decade or so, new molecule formulations are needed to enhance efficacy against mosquitoes. With over 15 years since the last innovation, many people in India turned to highly potent repellent formats such as incense sticks that uses unregistered and illegal Chinese developed molecules. This has also triggered the influx of unregistered and illegal Chinese developed repellent molecules into India from various channels.

GCPL has always pioneered launching safe and effective new molecule formulations. Thus, GCPL and its partner extensively invested in research & development for over 10 years to develop 'Renofluthrin' and its formulations. Patented by a partner, GCPL holds exclusive usage rights of this molecule in India till medium term.

Commenting on the breakthrough of the molecule, **Sudhir Sitapati, MD & CEO, Godrej Consumer Products Ltd (GCPL)**, said, "With a 127-year legacy of innovation, Godrej has introduced many homegrown innovations in India. Notably, we observed widespread use of mosquito repellents like incense sticks, containing unregistered and illegal Chinese molecules entering India from various channels. Renofluthrin is India's first indigenously developed mosquito repellent molecule which will deter people from using products with illegal molecules. This innovation makes India self-reliant as now we don't have to import molecules from international markets. Renofluthrin is effective against the most founded mosquito species such as Anopheles, Aedes and Culex, among others."

**Dr Samir Dalwai, a Prominent Developmental Pediatrician & Senior Member, Indian Academy of Pediatrics (IAP)**, said, "Mosquito-borne diseases like malaria and dengue illnesses not only cause severe health issues but also pose significant economic burdens. Therefore, it's imperative to have highly effective protection against mosquitoes. When prescribing solutions to combat these diseases, I prioritize efficacy, safety, and long-term reliability. The introduction of new molecule like Renofluthrin, will only help to curb mosquito-borne diseases. Renofluthrin offers broad-spectrum efficacy, targeting common mosquito species responsible for malaria and dengue. Its instant knock-down effect and residual protection make it a formidable tool in reducing mosquito populations and, consequently, the transmission of these diseases."

Research by Goodknight reveals that 63% of Indians prioritize liquid vapourisers as their top choice for protecting their families from mosquitoes. In response, GCPL is introducing the revolutionary molecule Renofluthrin in the Goodknight Flash liquid vapouriser. The new liquid vapouriser will drive away mosquitoes 2X faster and works for 2 hours even after being switched off.

**Sudhir Sitapati**, further added, "GCPL enjoys exclusivity to use this patented Renofluthrin molecule in the medium term. This makes Goodknight Flash liquid vapouriser formulation 2X more effective than any other formulation available in market. While Renofluthrin will be in India for now, we foresee great potential for this molecule in international markets where we operate."

Goodknight Flash is economically priced at around ~ INR 100 for the complete pack (refill + vapouriser machine), with refills available at just INR 85 each, serving consumers in small urban cities, towns, and rural areas across the country.

**About Godrej Consumer Products Ltd (GCPL):**

Godrej Consumer Products is a leading emerging markets company. As part of the over 125-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity, and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.2 billion consumers globally, across different businesses. We rank among the largest Household Insecticide and Hair Care players in emerging markets. In Household Insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the Hair Care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in Soaps in India and are the number one player in Air Fresheners and Wet Tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in our Group is held in trusts that invest in the environment, health, and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high-performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

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