

# Godrej TN FMCG unit eyeing US, LatAm markets

SHINE JACOB

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Godrej Consumer Products (GCPL) on Monday commenced operations at its first integrated greenfield manufacturing plant at Chengalpattu district in Tamil Nadu, with an investment of ₹515 crore. The firm aims to develop the unit into an export hub targeting markets like the US, Latin America (LatAm), and Africa, among others.

This is the largest single investment made by GCPL to boost its production capabilities. “We want to develop this into an export hub, and the Chennai port is nearby. We have businesses in the US, LatAm, and Africa. We also have good raw material availability,” Sudhir Sitapati, managing director and chief executive officer



**(From left) Godrej Consumer Products MD & CEO Sudhir Sitapati, Tamil Nadu CM M K Stalin, Godrej Industries Chairperson Nadir Godrej, and Tamil Nadu Industries Minister TRB Rajaa, at the plant launch in Chengalpattu, Tamil Nadu**

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of GCPL, told *Business Standard*.

The plant officially started operations with the ceremonial activation

of the production line by Chief Minister M K Stalin, who marked the occasion by initiating the first produc-

tion run.

“The facility was swiftly operationalised in a record time of just 13 months, showcasing our efficient governance,” said T R B Rajaa, Minister for Industries in Tamil Nadu.

In 2024, GCPL conducted the groundbreaking ceremony for its state-of-the-art facility.

Sitapati further added, “The Chengalpattu plant represents a transformational shift in our manufacturing capabilities, serving as GCPL’s first fully integrated facility under one roof. This advanced facility will produce products from some of our best-selling brands, including Cinthol, Godrej No. 1, GoodKnight, Godrej Aer, and Godrej Expert Hair Colour. We foresee this factory generating ₹1,500 crore in turnover once all planned production

lines are fully operational. Beyond being just a manufacturing hub, this facility is set to be a key driver of innovation, productivity, and sustainability, positioning GCPL for continued growth and success in the future.”

“Designed with cutting-edge automation and digitisation, the plant features highly automated, high-speed production lines that operate 2x to 4x faster than our current lines, upgrading production efficiency. The plant will embrace Industry 4.0 technologies, including Internet of Things for real-time data analytics, artificial intelligence, and machine learning to optimise processes,” said Saurabh Jhavar, head of product supply organisation for India and Saarc, GCPL.

The plant has created over 1,000 direct and indirect jobs.