

As entertainment consumption shifts towards digital, mobile-first formats, micro-drama offers brands a new way to build cultural relevance through stories that audiences connect with and return to. For Godrej Enterprises Group, this marks a new chapter in its consumer storytelling, into a format that resonates with a new generation shaping homes on its own terms. With '2nd Gen Kumars', Locks, Security Solutions, Interio by Godrej and Appliances come together for

the first time in a single content format, bringing the group's diverse consumer businesses into one relatable narrative of contemporary Indian family life.

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