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# Godrej extends its cooling expertise into premium commercial beverage cooling with one-of-its kind instant cooling solution.

CHENNAI – 21 Nov, 2026 With its eyes on the growing Beverage Refrigeration industry, the Appliances Business of Godrej Enterprises Group has introduced Godrej Instacool, a first-of-its-kind, instant beverage cooling solution that brings a new level of speed and efficiency to beverage cooling and hospitality industry. The innovative appliance which cools beverages in as little as one to four minutes, eliminates the need to prechill drinks, making it a true win. The end consumers get to pick from a wider variety rather than being restricted to a limited choice of prechilled beverages. The beverage serving businesses save on recurring energy costs and blocked floor space on one hand and on the other, earn higher revenues by offering greater variety and better customer experience. Beverage manufacturers gain from higher offtakes. The significant energy savings reduces the energy demand of commercial cooling equipment on the power grid and the manufactured-in-India solution reduces the heavy dependence on imported solutions.

India's beverage refrigeration industry is pegged at approximately USD 1.2–1.5 billion, and backed by the rapid expansion of organised retail, food service and hospitality sector, is estimated to grow at 9–11% CAGR over the next decade. Rising disposable incomes, a young population and urbanisation are fuelling demand for wines, craft beers etc. Reports suggest a CAGR of 8%+ for cafés and bars in 2024-2029 with over sixty-five thousand bars and clubs and expanding further. Cooling equipment are usually a significant recurring cost with their high energy consumption, blocking precious floor space and at the premium end, come with a hefty cost given the dependence on imported solutions. As businesses increasingly focus on improving operational efficiency, reducing energy consumption and optimising space, there is a need for innovative, technology-led beverage cooling solutions. Godrej aims to address this gap with faster, on-demand beverage cooling with a manufactured in India solution.[SR1]

Godrej's Instacool in partnership with V-Tex UK, features proprietary Vortex Technology is a patented, on-demand beverage chilling technology that rapidly cools cans and bottles, while delivering over 70% energy savings compared to traditional refrigeration. Further, with dimensions similar to a dishwasher, it is a more compact solution as compared to traditional commercial cooling solutions, significantly reducing the infrastructure and space required for continuously cooling beverage. This makes it a game changing made-in-India solution for beverage manufacturers, distributors, retailers and hospitality businesses.

Speaking on the new product launch, Kamal Nandi, Business Head at Appliances Business of Godrej Enterprises Group said, "India's evolving food service, hospitality and organised retail landscape is creating new opportunities for innovative commercial cooling solutions. Hospitality and food service businesses today are increasingly prioritising operational efficiency, energy savings and space optimisation.

With Godrej Instacool, we are entering an exciting space within premium commercial cooling, bringing together differentiated technology with our manufacturing and service expertise in cooling. By enabling beverages to be cooled in as little as one to four minutes while delivering over 70% energy savings, the manufactured-in-India solution addresses some of the key operational challenges faced by beverage serving businesses delivering them cost savings and improved revenues, improves offtakes for beverage manufacturers, enhances the overall experience for end consumers as well as reduces the demand on our energy grid from commercial cooling equipment. We see significant potential for technology-led solutions such as Instacool in shaping the future of premium commercial beverage cooling in India."



Adding further, Jaishankar Natarajan, Product Head of Instacool at Appliances Business of Godrej Enterprises Group, said, "Businesses today are looking for solutions that are not just efficient but also thoughtfully designed to meet their evolving needs. With Instacool, we are simplifying commercial beverage cooling for businesses, by replacing multiple refrigeration units with a single cooling solution which is both effective when it comes to cooling performance and far more efficient when it comes to energy consumption and space. Further, with on demand cooling – we are also enabling hospitality businesses to stock and offer greater variety to consumers improving their user experience. Further, with on demand cooling – we are also improving end consumer experience by enabling hospitality businesses to stock and offer far greater variety of beverages."

Designed for diverse commercial environments, including restaurants, bars, beverage retail outlets and event spaces, Godrej's Instacool is engineered to cool a wide range of beverage formats and accommodates cans, glass bottles and PET bottles from 150 ml to 1500 ml, as well as most wine bottle formats up to 370 mm in height and 100 mm in diameter. Its cooling effectiveness translates to customisable cooling in as little as one to four minutes, the space-efficient design helps reduce the need for multiple conventional refrigeration units freeing up valuable space, while its efficient operation reduces energy consumption. This product is available at an exclusive price on request.