

20th January, 2017

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400 001

Scrip Code : 517354

Sub: News Clarification

Dear Sir,

This is in response to your email dated 20th January, 2017 seeking clarification on the media report titled "Havells India to enter into personal care category".

In this regard, we wish to state that we had invited media for the inauguration of our exclusive brand showroom at Kolkata on January 19, 2017. During the interaction we had mentioned our intent to extend our current product range of small domestic appliances with addition of personal grooming products, market for which is small but fast growing. We have been selling small domestic appliances for last few years and adding of personal grooming products is only an extension of the range. Small domestic appliances is part of our larger business segment of Electrical Consumer Durables (ECD segment).

As part of product expansion, we continuously explore various new products that gels well with our existing sales network. In line with this thought we had also mentioned our intent to further enhance our ECD segment by adding water purifiers, which is in the advance stages of development.

Personal grooming products will be the first of the lot for which we are preparing to launch within next 1-2 months and at the time of the actual launch of the products we shall share the press release alongwith specific details as prescribed under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you.

Yours faithfully,
for Havells India Limited



(Sanjay Gupta)
Company Secretary

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