

Havells India Launches First Ever Personalized Distribution Boards in the Country

- Offers unique flexibility to buy distribution board and door separately
- Launches first ever range of super-premium distribution boards in leather, wood and marble finish
- Launches Euro II range of switchgear - First 'Made in India' (Designed and Developed) Circuit Breakers from its portfolio
- Targets overall revenue of Rs. 500 crore from Himachal Pradesh, Punjab, J&K, and Chandigarh region by the end of current fiscal

Chandigarh, October 27, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today announced its strategy to further strengthen its presence in the four states of North India viz Chandigarh, Punjab, J&K and Himachal Pradesh with the launch of innovative switchgear products like distribution boards, ACCL and Circuit Breakers (MCB/RCCB). The company already is a market leader in domestic switchgear business in the country with over 28% market share.

Havells for the first time in the country introduced new range of premium, super premium and concept of personalized distribution boards that are fast becoming part of one's living room. The new range of super-premium distribution boards offers unique metallic finish and colours like metallic silverish grey, golden sparkle and sparkling white. The range would also offer variants in marble, leather and wooden finish for modern homes. It comes with magnetic locks, sleek curves, scratch resistant glossy surface and designer handles. The new range will be priced between Rs 1300 to Rs 10,000. These distribution boards are an answer to customers who were forced to hide these boxes as they did not gel with modern interiors of their living room. The new range of distribution boards not only matches with modern day décor and aesthetics but also offer a unique choice to consumers to buy door of distribution box separately.

Over the years consumers' expectations have changed but switchgear sector continued to use technology developed in 70s & 80s. Euro II series of Switchgear is completely designed, developed and manufactured in-house surpassing all the expectations of modern day consumers. The consumers typically use multiple appliances these days that often overload the wiring system. Euro II series not only provides protection against overload, short circuit and electric shock (earth leakage) but it has also been designed as one of the most user friendly Circuit Breakers available in the country in line with global specifications. The entire range of Euro II switchgears would be provided to consumers at no extra cost.

Havells ACCL is a fully automatic high precision microcontroller based 'Source Changeover' device that offers easy and 'controllable' changeover between main power supply and generator supply, and helps in overcoming the problem of increased downtime and disruption in key activities. Havells is also the first organized sector company in India to manufacture ACCL.

Speaking at the occasion Mr. A. V. Jagdish, Vice President, Havells India Limited said, "I am happy that once again we are redefining the industry. Consumers and their expectations have changed and we constantly working to cater to their aspirations. We are excited to build upon our product portfolio and market share by empowering our customers. We see a huge potential for our entire range of products here. We already are leaders in these markets and would further cement our position with the new range of products launched."

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“We already have a strong distribution network and would further strengthen it by adding up over 100 dealers across the region. Currently the four states contributes close to 9% to our overall domestic revenue and with the launch of new products, we are expecting a growth of by 15-16% in the region by the end of this fiscal year”, he further added.

India's organized domestic switchgear market is estimated to be around Rs 2100-2200crs in the FY15-16. Havells continues to retain its No.1 position in the category with market share of about 28%.

ABOUT HAVELLS

Havells India Ltd is a \$1.4 billion FMEG company (Fast moving electrical goods) with a strong global footprint. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious global brands like Crabtree, Sylvania, Concord, Luminance and Standard.

With 91 branches / representative offices and over 6500 professionals in over 50 countries across the globe, the group has achieved rapid success in the past few years. Its 12 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar, Neemrana, and 8 world class manufacturing plants located in Europe (UK, France, Belgium, Germany), Latin America (Costa Rica, Colombia), Africa (Tunisia) and China are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

Havells is a name synonymous to excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to serve its customers. It has earned a number of international certifications including CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) for its various products.

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