

Havells India targets increased market share in Uttarakhand

- Opens new office in Haldwani, second office of the state
- Would result in direct access to six districts comprising 75 villages/towns.
- To open 5 new Havells Galaxy Showrooms by the end of this financial year
- Targets Rs. 120 crore revenue by the end of this financial year from the Uttarakhand State, amounting to 20 % growth

Haldwani, 19th October, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint, today inaugurated its new office in Haldwani. The new office situated in Kaladungi Road, signifies renewed focus to exploit growth in the state of Uttarakhand. This is the company's first point of presence in the town also known as "Gateway to Kumaon" and will facilitate it to access six districts comprising of 75 towns and villages in Kumaon. Havells will have a team comprising of 25 members at its Haldwani office. The office was inaugurated by **Mr. Rakesh Mehrotra, Associate Director, Havells India Limited along with senior officials of the company.**

Uttarakhand as a state contributes to close to Rs.100 crore revenues to the Company's overall revenues and has demonstrated a linear growth in the past two years. Currently, the company has a network of 155 distributors & dealers and more than 1000 retailers across the state. With the launch of office in Haldwani, the company is planning to strengthen its network of distributors, dealers and retail outlets in the state.

Apart from widening its retail outlets, the company is planning to increase its hallmark Havells Galaxy showrooms from 5 presently to 10 in the state, by the end of the financial year. Havells Galaxy has become an extremely popular concept with both retail and institutional customers including channel partners. Currently there are more than 325 'Havells Galaxy' stores across India. Also, the company has 10 service centres in the State to offers door-to-door prompt services to end customers.

Speaking on the occasion, **Mr. Rakesh Mehrotra, Associate Director, Havells India Limited,** said "Uttarakhand has always been an important market for Havells which has shown promising growth for the electricals industry, in light of huge investments in industrial and infrastructure developments. The state continues to be a vital market for us and we are taking key steps to expand our presence here. We remain committed to the state of Uttarakhand and as a responsible

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company, seek to offer superior products at affordable range and at the same time create value for all the stakeholders in the state.”

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, Faridabad, Alwar, Neemrana, and 6 state-of-the-art manufacturing plants located across Europe, Latin America & Africa churn out globally acclaimed products. 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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