

Havells Launches India's First Brightest LED Lights 'LUMENO'

- Offers 110 Lumens per watt of Light
- Targets Rs. 600 crore revenue from LED segment in next two years

Neemrana / New Delhi: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer, today launched India's BRIGHTEST LED lamps range 'LUMENO'. These were launched at its state of the art Lighting Fixtures plant in Neemrana, Rajasthan. The latest addition to Havells' LED portfolio offers an impressive 110 lumens per watt which is the highest in the industry. It is the result of the company's constant focus on innovation, R&D and harnessing technology to develop better products. The new range of lamps is environment friendly and will significantly reduce electricity bills.

LUMENO starts instantaneously giving 100% lumen in less than 2 seconds and saves upto 50% energy over CFL. This latest innovative collection will have in built 2.5kV surge protection with an ability to withstand voltage fluctuations from 100-300V AC. The lamp will be available in two variants - cool day light & warm white with wattages of 3W, 5W, 7W, and 10W with B22 & E27 Base. This new LED lamps range has been designed keeping in mind the Indian conditions such as regular voltage fluctuations, extreme weather conditions and frequent power outages. It will also retrofit perfectly into traditional lamp sockets, thus ensuring that the customer can switch to the latest technology without any additional investment in fixtures.

The current market size of the LED Lighting Industry is Rs. 850 crore in India and it is expected to grow by 45% in the next two years. LED shall be contributing about 30 % of the total lighting revenue. With the launch of LUMENO range, the company intends to raise the share of LED Lighting to 50% in the overall lighting segment over the next two years.

Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Limited said, "We are excited to introduce our new range of LUMENO LEDs in India and are committed to offer innovative and sustainable lighting solutions to users across housing, municipality and industry segments. Backed by our strong R&D and manufacturing capabilities, we are firmly focused on delivering high quality and affordable LED lighting products to meet the ever-changing demands of our customers. Given LED's multiple benefits including those for the environment and power-saving and the government's thrust on this lighting source, LED will be at the core of our strategy for the lighting and fixture segment."

Havells LED Lamps are manufactured at Noida while all its fixtures range is manufactured India's most modern and integrated manufacturing facility at Neemrana, Rajasthan. Neemrana fixtures plant is also the India's first large scale lighting fixtures plant. Equipped with the latest and best-in-class machines from Japan, Germany and Italy, this plant also possesses robotized box bending machines, the first in North India and 3rd in the country.



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 11 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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