

## Havells India Launches India's most energy efficient fan -ES 40

- India's first 40 watt fan; meets all parameter of 5 star rating
- Applies for patent for its unique design;
- Targets Rs 1000 crore revenue and 16% market share in the next two years

**Neemrana / New Delhi:** Havells India Limited, the \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company, today launched the country's first most energy efficient fan- ES 40. A blend of energy conservation and elegant design, the latest addition in Havells' fan portfolio is the result of the company's firm focus on innovation and strong R&D capabilities. The company has already applied for the patent for its design.

The key USP of ES 40 is the energy efficiency quotient as the fan consumes only 40 watts of electricity while the normal fan consumes between 75-80 watts of electricity. Earlier, Havells was the first company to introduce energy saving fans in India with its model ES 50 that consumes only 50 watts of electricity. ES 50 also won three consecutive national awards for energy saving from the government of India.

India's organized fan market is currently pegged at Rs 5500 crore and the company commands a market share of 14%. Havells entered the fans segment in 2003 and has today emerged as one of the fastest growing and most trusted brands in the fan category. The company is currently present in the premium & super premium categories and offers a choice of over 400 SKU's of high performance, decorative and energy saving fans to quality conscious customers. It enjoys 23% market share in Premium and super premium category.

**Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Limited** said, "Innovation has been at the core of our philosophy and the ES 40 fan once again demonstrates our ability to deliver only the best to our discerning customers. We are constantly striving to improve our products across categories to make them more energy efficient and raise the bar on quality."

**He further added,** "Since 1976, Havells has been manufacturing its products and thanks to the vision of our Founder Chairman, we have some of the most modern plants in India and globally. Today, Havells is the only company to manufacture its entire range of ceiling, table, wall and pedestal range of fans in-house. We are the only company to manufacture all critical components in-house thus ensuring high standards of quality."

Havells has the most modern manufacturing plant for fans in Haridwar, Uttarakhand. It is India's first and largest fully integrated state-of-the-art manufacturing plant where all categories of Fans including ceiling, table, wall, exhaust & pedestal are manufactured under one roof. The current production capacity of the plant is more than 7 million fans annually. The plant is equipped with state of the art technology including automated CNC machines for end covers, computerized conveyor assembly line

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and testing facilities. Havells is the first company to introduce Metallic color fans in India in 2004. Havells has also started making its presence felt in the international markets in the fans category. All Havells fans come with the prestigious "S-Mark" certification.

### 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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