

28th November, 2023

The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai- 400 051

NSE Symbol : HAVELLS

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400 001

Scrip Code : 517354

Sub: Intimation by the Company viz. Havells India Limited – Press Release

Dear Sir,

Please find enclosed herewith a copy of the press release being issued by the Company viz. Havells India Limited, titled “**Havells, largest Indian FMEG company launches ‘Lloyd’, its leading Consumer Durable brand in the Middle East Market**”.

This is for your information and records.

Thanking you.

Yours faithfully,
for **Havells India Limited**

(Sanjay Kumar Gupta)
Company Secretary

Encl: as above

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GSTIN: 09AAACH0351E2Z2



Havells, largest Indian FMEG company launches 'Lloyd', its leading Consumer Durable brand in the Middle East Market

Expanding its global footprint, Havells Partners with TeknoDome to roll out Lloyd's range

UAE, 28th November 2023 —

Havells India Ltd, is a leading Fast Moving Electrical Goods and Electronics behemoth with a revenue of US \$ 2.5 bn and a Market Cap of US \$ 10 bn. With decades-long *Make in India* legacy, Havells has become a household name, producing over 90% of its products in-house, across 15 state-of-the-art manufacturing plants. Havells operates in more than 70 countries through a network of distributors and long-standing strategic channel partners.

Post Lloyd's acquisition by Havells in 2017, the brand has swiftly become India's fastest-growing and top 3 AC brand in India, earning strong consumer affinity and channel affection.

Lloyd has earned acclaim for its unwavering commitment to product innovation and manufacturing excellence. The brand is renowned for delivering an outstanding consumer experience, propelled by its premium product offerings. With state-of-the-art manufacturing units in Ghiloth - Rajasthan and Sri City - Andhra Pradesh, it has one of the largest annual manufacturing capacity of 2 million air conditioners in India. These cutting-edge manufacturing facilities stand as pioneers in India, integrating Artificial Intelligence, IoT, and a Manufacturing Execution System (MES) into Lloyd's operations. This integration positions Lloyd at the forefront of technological advancement in the appliances segment, aligning seamlessly with Industry 4.0 principles.

Lloyd's focus in the Middle East encompasses a range of technologically advanced and energy-efficient products. The launch portfolio includes a premium range of ACs (Fixed speed, Inverter, and Hot & Cold), front-load and semi-automatic washing machines, frost-free and side-by-side refrigerators, and LED TV range. These offerings are meticulously designed to meet the diverse needs of consumers, seamlessly blending innovation with functionality.

Lloyd has partnered with TeknoDome, a distribution conglomerate headquartered in Dubai, for the desired coverage and reach in the Middle East region. This expansion marks a significant milestone for Havells, fortifying Lloyd's presence beyond the confines of India.

Mr. Anil Rai Gupta, CMD, Havells India, expressed enthusiasm about the landmark expansion, stating - " *At Havells, our unwavering commitment persists in expanding our international presence, and we take pride in Making in India for the world. We are thrilled to introduce Lloyd to the discerning consumers of the Middle East. Lloyd has been synonymous with innovation and trust in India, and we are confident that our range of products will resonate with the preferences and lifestyle of the Middle East market*".



HAVELLS



Mr Saket Gaurav, CMD-TeknoDome commented *“we are thrilled to announce the exciting partnership between Lloyd and TeknoDome, as we bring the renowned Indian brand to the vibrant market of the UAE. This collaboration represents a significant step forward in our commitment to delivering high-quality, innovative products to our customers. We look forward to a successful journey together, combining TeknoDome’s retail and distribution expertise with Lloyd’s legacy of excellence.”*

The brand, in collaboration with TeknoDome, has outlined aggressive distribution plans, focusing on availability in Independent Retail, selective Organized Retail, and the E-commerce Channel in a phased manner. Lloyd is committed to being an enabler of care and trust for the entire family, as beautifully captured in its signature slogan – Lloyd, 'Care that makes a home, a home.' The brand has tied up with – Bollywood star Ms Tamannaah Bhatia and Superstar Mr Mohanlal, as brand ambassadors in the UAE region. Starting December, the company plans to roll out an extensive awareness campaign for Brand Lloyd targeting aspirational consumers via digital medium, social media, influencer marketing, visibility drive/in-store, and PR activities.

For more details pls follow - www.Mylloyd.ae

MyLloydMENA (Instagram), MyLloydMENA (Facebook), MyLloydMENA (Tik Tok)

A HAVELLS Brand

Care that makes a home, a home

**INTRODUCING
LLOYD
NOW IN UAE**

AIR CONDITIONERS

WASHING MACHINES

REFRIGERATORS

LED TELEVISIONS



ABOUT HAVELLS & LLOYD



Havells India Limited is a leading Fast-Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint. Havells enjoys enviable market dominance across a wide spectrum of products, including Industrial and Domestic Circuit Protection Switchgears, Cables, Motors, Pumps, Solar Products, Fans, LED Lamps & Luminaries for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters, Coolers and Domestic Appliances, Personal Grooming, Air Purifier, Water Purifier, covering the entire range of household, commercial and industrial electrical needs. with offerings of air-conditioners, washing machines, refrigerators, and televisions. The synergy further complements the brand's 'Deeper into Homes' vision. Additionally, Havells owns some of the most prestigious global brands like Crabtree, Reo and Standard. Its global network consists of 7000 professionals across 35 branches. The company boasts of a strong manufacturing prowess with 15 state-of-the-art manufacturing plants in India located in Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Neemrana, and Ghiloth. www.havells.com

With the acquisition of Lloyd in 2017, Havells has made a foray into high-potential consumer durables segments. Lloyd has a bouquet of technologically advanced and aesthetically designed home appliances like Air Conditioners, Washing machines, Refrigerators, and LED TVs. www.mylloyd.ae

About TeknoDome

TeknoDome, a renowned conglomerate based in Dubai, UAE, stands out as a premier global distributor for consumer durables and electronics, spanning across 50 countries. Balancing traditional values with a cosmopolitan ethos, TeknoDome emphasizes its distribution prowess as a key strength. The company takes pride in its diverse team, hailing from various ethnic backgrounds, uniting under the shared belief that this dynamic workforce forms the backbone of its success. www.teknodome.com

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