

7th July, 2016

The National Stock Exchange of India Limited
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.

This is for your information and records

Thanking you.

Yours faithfully,
for **Havells India Limited**



(Sanjay Gupta)
Company Secretary

Encl: as above

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, India

Tel: +91-120-3331000, Fax: +91-120-3332000

E-mail: marketing@havells.com, www.havells.com

Registered Office: 1, Raj Narain Marg, Civil Lines, Delhi - 110 054 (India)

Consumer Care No.:

1800 11 0303, 1800 103 1313 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304

Havells unveils World's most advanced, Made in India range of water heaters

Press Release

- Communicate different temperature levels with colour changing LED technology; a world's first
- Equipped with India's first ever integrated shock resistant plug for maximum safety
- Patent filed for the unique technology

Bangalore, July 7, 2016: Havells India Limited, India's leading Fast Moving Electrical Goods Company, today introduced the world's most advanced range of water heaters that uses colour changing LED technology to communicate changing temperature levels. The water heaters, which have been 100% designed and made in India under the "Adonia" series, have set a new benchmark in the global water heater industry.

The "Adonia" series provides excellent functionality that perfectly blends with the aspirational consumer's emphasis on aesthetics and safety. The water heaters come with a patented temperature sensitive LED that changes its color from Blue to Amber as the water heats from normal to a maximum of 75 degrees. Unlike conventional geysers with only red and green colors, these technologically advanced water heaters will allow consumers to choose just the 'right' temperature as per their comfort for utilizing water. This revolutionary feature will also protect consumers against sudden exposure to water at very high temperature. The "Adonia" series also comes with digital temperature indicator and feather touch controls, which provide ease of use and takes customer's experience to a different level.

The inner container of the water heater has been built using the innovative Feroglas™ technology, which ensures high resistance against corrosion, making the appliance tough on hard water and giving it a longer life. Its inbuilt Incoloy Glass Coated Heating Element gives excellent resistance to both oxidation and carbonization at high temperature, and it has high precision digital thermostat cutout for optimum water temperature and safety. In another first, the five star rated water heaters come with integrated shock resistant plug that safeguards against shocks.

The product comes with a 7-year warranty on the inner tank to give complete peace of mind to the customers. Available in two colors - white & Ivory, this ergonomically and aesthetically designed range of water heaters comes will be available in the price range of Rs 11000-14000. The new range of water heaters are being manufactured at the World's most modern plant in Neemrana, Rajasthan. Havells had set-up this plant last year.

Speaking on the launch of the new range of water heaters, Mr. Saurabh Goel, Executive Vice President, Havells India Limited said, "Havells has been the trend setter in the water heater industry with its wide range of unique products that always adhere to highest safety standards. In 2010, we were the first company to offer water heaters with ELCBs. Today, the launch of our latest range is yet again a testament of our ability to launch innovative products at regular intervals, which are in line with the changing preferences of our discerning customer. The new range of intelligent water heaters is a blend of elegant design, advanced technology, safety and convenience and we are hopeful that the 'Adonia' range will be appreciated by our customers."

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He further added, “With this launch, we are planning to capture 15% market share of the water heater segment and expect to launch few more new products in next few months”.

The domestic market size of the water heater segment is estimated to be Rs. 1,500 crore, which is currently growing at 12-15% annually. The company has a strong presence in the state with a network of over 400 dealers and distributors in over 100 cities across the state. At present, the company has over 57 Havells Galaxy stores in the state and plans to add around 10 more galaxies in the state.

About Havells

Havells India Ltd is a leading FMEG company (Fast moving electrical goods) with presence across India. 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 brands like Havells, Crabtree and Standard.

With 40 branch offices and over 4000 professionals Havells 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 and Neemrana 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 largest distribution network serves its customers promptly and efficiently. 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.

For more information please contact:

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