

9th June, 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 India launches entry level modular switches “Reo Bliss” in Maharashtra

- Expecting a 60% jump in the revenue contribution from the state in FY 16-17
- Plans to add 15-20 more Havells Galaxy showrooms in the State by the end of FY16-17
- Targets Rs 100cr revenue from entry level modular switches in next 2 to 3 years

Pune, 9th June, 2016: Havells India Limited, a leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer today marked its entry into entry level modular switches with the launch of its innovative range of switches named “Reo Bliss” in Pune, Maharashtra. The new range of entry level modular switches is aimed at customers looking for pioneering and attractive switches at economical prices.

‘Reo Bliss’ range of switches represent a unique symbiosis of advanced technology, maximum functionality and exquisite design to match the taste of today’s discerning customers who want best in class product at affordable prices. The new range carries a compact exterior with shrouded terminals, captive screws, brass terminals, arc shield, shuttered socket providing smooth and noise free operation. It is made of best in class engineering polymers. The new range will be manufactured at the company’s plant at Baddi and will be available at an attractive price range.

The switches will be available in seven attractive colours and nineteen different combinations- Aqua Blue, Plum Red, Stone Grey, Silky White, Classic Ivory, Jet Black and Sand Beige. The switches will be made from colored polymers against the general trend of painting the plastic covers that helps in retaining cooler and shine throughout the life of the switch.

The company currently has a dealer network of 10,000 retailers and 500 direct channel partners and is further planning to add another 100 direct channel partners in near future. The company also has 41 Galaxy showrooms across Maharashtra and planning to add another 15 Havells Galaxy in FY16-17.

Speaking on the occasion, Mr. Vivek Yadav, Vice President, Havells India Limited said, “Adhering to the vision of manufacturing contemporary and energy-efficient products, we are extremely delighted to launch a new range of entry level modular switches which will give consumers unparalleled functionality, safety, reliability and aesthetics. We are hopeful that our new offering will add value to modern lifestyle and will be a perpetual part of every Indian household looking for innovative and value for money products”.

He further added, “With this launch, the company is expecting an overall growth rate of 10% from the entry level modular switch market and targeting revenue of Rs 100 cr in the next 2-3 years”.

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Mr. Rajiv Deopujari, Branch Head, Havells India Limited said, "The launch of Reo Bliss is a part of our strategy of creating aesthetically designed products while maintaining high levels of engineering excellence and cater to wide range of customers with unique requirements. The new range will facilitate us in creating a smarter lifestyle and further enhance our value for money product portfolio.

The overall switch market in India is expected to be about Rs. 5000 cr.

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.

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