

7<sup>th</sup> December, 2017

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 Kumar Gupta)  
Company Secretary

Encl: as above

**HAVELLS INDIA LTD.**

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA)  
Tel: +91-120-3331000, Fax: +91-120-3332000  
E-mail: marketing@havells.com, www.havells.com  
Registered Office: 904, 9th Floor, Surya Kiran Building,  
K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)  
Consumer Care No.:  
1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)  
CIN: L31900DL1983PLC016304  
GSTIN: 09AAACH0351E2Z2



## Standard strengthens its presence in India *forays into Water Heater segment*

- **Introduces 'Aspida', a new range of MCB's & 'Zoe', a trendy range of switches**

*Press Release*

**Hyderabad, 7th December 2017:** Standard a well-known brand of Havells India Limited, today announced its foray into water heater segment with the launch of technologically advanced and aesthetically designed range of "Water Heaters". The company has launched five variants in electric water heater "Zoe & Zoe Prime", "Ameo", "Amazer" and "Lyft" with a capacity ranging from 1 ltr to 25 ltr.

The inner container of the water heater has been built using the innovative enamel coated tank, 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 has all weather adjustable thermostat for optimum water temperature and safety.

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 will be available in the price range of Rs 3500 to 14000. The new range of water heaters are being manufactured at the World's most modern plant in Neemrana, Rajasthan.

The water heater market in India is expected to be Rs. 1300 Cr – Rs 1500 Cr and is growing at the rate of 12%.

As part of the expansion plan, the company has launched "Zoe" range of switches which is inimitable symbiosis of superior technology, maximum functionality and exquisite design to match the taste of today's discerning customers and complement the latest interior trends. The new range of switches is a path breaker in the switch segment as it comes in horizontal & vertical orientation. "Zoe" comes in dual tone finish, with the ease of changing the front plate / panel and the price range of the SKU starts from Rs 38 onwards.

Standard has also introduced a new range of MCB's "Aspida", keeping in mind the safety requirements of today's discerning consumers. The new range of Aspida has been completely designed and developed by the R&D team of Standard and provides enhanced safety against overload, short circuit and electrical shock. The price range for Aspida starts from Rs 145 onwards.

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Tel: +91-120-3331000, Fax: +91-120-3332000, E-mail: standard.ho@havells.com, www.standardelectricals.com

Registered Office: 904, 9th Floor, Surya Kiran Building, K.G. Marg, Connaught Place,

New Delhi - 110001. (INDIA)

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**Speaking on the occasion, Mr. Abhra Banerjee, Vice President, Havells India Limited** said, “Standard has been a trusted war horse for Havells over the years. In last few years, Standard has changed its strategy and has focused on younger and upwardly mobile users in the market by creating a difference through product design, bold colours and features and constantly creating best in class, innovative and trend setting products. Standard is a youth-centric brand which understands the needs of the younger audiences. The current products launches are a part of the overall strategy to further consolidate our market share”.

Standard has achieved revenue of Rs.400 crore in the last fiscal year and aims to reach Rs.1000 crore revenue in next 3 to 4 years. The company has a well-entrenched marketing and distribution network in the country with over 42 branch offices supported by around 2500 authorized dealers and 10000 strong retail outlets. Also, the company has 35 exclusive brand stores across India and is planning to take it to 100 brand shops by the end of current fiscal year.

#### **ABOUT STANDARD**

Standard is part of India’s leading Fast Moving Electrical Goods (FMEG) Company, Havells India Ltd. Standard offers a wide range of products which includes highly differentiated domestic & industrial products such as MCBs, RCCBs, Distribution Boards (DBs), ACBs, MCCBs, RCBOs Changeover Switches, Switch Disconnecter Fuses (SDFs), HBC Fuses, Modular Switches, Copper Flexible Cables etc. Applying the same technological expertise, Standard has started manufacturing premium range of ceiling fans, table-fans, wall-mounted fans, pedestal fans and domestic exhaust fans.

Standard has been serving the Indian customers with superior quality products for over five decades and has proved itself as a key player in the switchgear market of the country by constantly creating innovative solutions and upgrading its product ranges to meet the ever-changing demands of various segments of customers.

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