

14th November, 2018

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

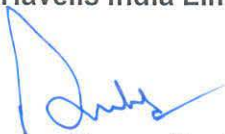
Dear Sir,

Please find enclosed herewith a copy of the press release being issued by the Company viz. Havells India Limited.

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

Havells showcases first ever range of 'Intelligent' fans with unparalleled style quotient

Hyderabad, November 14, 2018: Havells India Limited, India's leading Fast Moving Electrical Goods (FMEG) company today showcased its new range of fans, due for launch in the *summer of 2019*. Havells is known for its technologically advanced products with appealing aesthetics. The company has been responsive to the needs & aspirations of the discerning customers, backed by its strong R&D team and thus have always delighted the customer with its innovative and Stylish product range.

Havells entered the fan business in 2003 and since then, has never looked back. In these 15 years the organization has established itself as a clear leader in the premium segment and have been the first in ushering many innovations in the industry like the – fans in electroplated finish, energy saving fans, Bluetooth fans and more recently its much-admired *low noise* variant – **Stealth Air** fans.

Continuing with the tradition of offering best of the class products to the consumers, Havells has developed a series of smart, durable and technologically advanced fans which comes with Havells trademark of *good looks* and *high style quotient* for the summer of 2019. The products would be offered under two categories:

1. *State-of-the-Art* technology range
2. *State-of-the-Style* range

1) **State-of the-Art Technology:**

- a) **Enticer Smart-** A first of its kind, IOT based 'Smart Fan' that would be launched in two versions. The base version wherein a *retro-fit* module will be introduced in the highest selling decorative model (Enticer) and would be named as 'Enticer Smart'.

Controlled with a remote, mobile app and Wi-Fi connectivity, the fan would adjust its speed based on temperature and humidity in the room. The fan would also come with new auto function modes like Sleep & Breeze. *Enticer Smart* fans would be fully compatible with 'Alexa' & 'Google Home' connectivity applications, for the ease of usage.

- b) **Stealth Cruise:** *Stealth Cruise is India's highest air delivery ceiling fan* which comes with specially designed Aero foil blades to provide highest air delivery (320 cmm) with *low-noise* operation (only 55 Db). The fan's higher *lift-angle* gives better air spread covering every corner of the room. The seamless, contemporary aesthetics with UV metallized decorative trim of the fan makes it very appealing & suitable for modern homes. The blades of the fan are coated with special PU paint with *dust-resistant* coating, which makes it easy to clean.

- c) **Trinity:** Trinity is the first ceiling fan with 'invisible' shanks and comes in two models i.e. *1200 mm Trinity* and *Trinity underlight*. The *1200 mm Trinity* fan is specially designed with modular motor with ABS housings so that blades shanks & it's hardware are not

visible. A twist angle has been provided in blade which ensures premium aesthetics & silent operation of the fan. This *invisible shank* model would be the first of its kind to hit the Indian market.

Whereas, the Under light version of Trinity model is provided with Edge LED technology for sleek design & smooth light in three options– warm, cool & neutral light with dimming option. This fan is provided with fully functional remote & will be available in 3 shades – pearl white, metallic black & dusk

2) State-of-the-Style range includes:

The Company has always been on the forefront of launching products that match the changing preferences and aesthetic requirements of its customers. The following models would stand testimony to the above

- a) **Aindrila:** Most of the style and innovation has hitherto been seen only in the ceiling fans market. Havells has been the first to introduce innovation in pedestal fans by introducing India's first Pedestal fan with LED light display along with a remote. The *square guard* is another new concept to be seen by the Indian market and would be a trend-setter in the coming years.
- b) **Enticer Art Hues - Gold and Silver:** This "inlay design" fan is a real eye turner, ideal for consumers who have penchant for stylish interiors. For the first time in the history, Havells has used 'foiling' design in the plastic parts and the unique dust-phobic paint finish ensures less dust accumulation & ease of cleaning.

Showcasing the new range, Mr. Saurabh Goel, President, Havells India Limited said,

"Havells has always been at the forefront of using technology and our new range of intelligent and stylish fans are a testimony to this credo. This range of fans for the summer of 2019, will not only provide greater comfort but is set to revolutionise the fan industry yet again. We thank our customers who have always supported us in accepting new concepts and styles that we have pioneered in the fans industry and it is their love that has placed us on the highest 'pedestal' in the premium fans category".

Over the years, Havells has transformed the Fan industry, with many "firsts" to its credit.

Havells was the first company to:

1. Launch electroplated fans
2. India's first 5Star energy efficient fan
3. Introduce decorative fans with metallic colours (akin to the auto industry)
4. Introduce the IMD (In Mould design) concept in fans
5. Launch the most silent fan in India – Stealth Air with Db of 53 at the maximum speed.

6. Launch the 8-blade fan with an extremely high air delivery
7. India's Most Energy Efficient 26W ceiling fan in BLDC and 40W in Induction motor

The success of Havells' fans business is a testimony to the robustness of its business model. Havells has a wide and exciting range of fans that is meticulously crafted and diligently manufactured at its Haridwar plant in Uttarakhand covering all segments viz:

- Ceiling Fans
- Table fans
- Wall fans
- Pedestal fans
- Ventilating fans
- Metallic Exhaust Fans
- Heavy Duty Exhaust Fans
- Air Circulators
- Personal Fans

Spread over an area of 35,004 sq mtrs, the state-of-the-art manufacturing facility at Haridwar is the largest integrated fan production unit in India with a capacity of more than 7 million fans annually. This is one of the most automated fan manufacturing facility and employs globally acclaimed and sophisticated technology like automatic CNC machines for motor winding and end-cover machining, advanced conveyor-based assembly lines, fully automated fans testing facility, automatic paint-application bells, and air delivery chambers. These features not only ensure premium product quality, durability and aesthetics but have also given Havells a competitive edge in the Indian fan market.

Further, every critical component is manufactured and assembled in-house and that gives Havells tighter grip over the quality of inputs. Each fan undergoes more than 20 tests during the production and over 25 tests once the final product is made. These stringent quality measures combined with unique door step service makes the customer experience a memorable one.

For further information please contact:

Amit Sharma
Havells India Limited
+91 9911236700
