

12th September, 2019

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: 09AAACH0351E1Z3

Havells Deepens its North East Connect

- Offers technologically advanced MCBs & RCCBs with first ever 'Six Years Warranty'
- Targets Rs 1000 crore revenue from building circuit protection devices over next three years
- Employs over 750 people in the entire North East

Guwahati, September 12, 2019: Havells India Limited, India's No. 1 MCB Manufacturer in the country, today offered EURO-II range of technologically advanced MCBs and RCCBs with enhanced features and a warranty of 'Six Years', for the first time ever.

EURO-II series of MCB & RCCB, designed and developed at Havells R&D centre is manufactured at the State of Art Plant equipped with automated manufacturing and calibration technology. These innovative manufacturing techniques along with highly engineered material such as nickel-plated terminals provide high resistance from corrosion. Apart from that, the flame-retardant material ensures top performance in adverse environmental conditions like India. The range ensures human error proof functionality with improved bi-stable clip, line load reversibility coupled with dual certification for both, domestic and industrial applications.

New age consumers are embracing new technology at a rapid pace due to which their use and dependence on gadgets have increased putting a lot of load on the electric sockets. The new range of Havells MCB devices are designed keeping in mind factors such as user safety, short-circuit, overload and threats caused by leakage in the current supply.

The "Six Years" warranty would only be valid when the MCB / RCCB devices are used along with advanced range of Havells Distribution Boards, which comply with IP standards and extend the much-required aesthetic appeal to match the new age décor.

Speaking at the occasion, **Mr. Saurabh Goel, President, Havells India Limited** said, "North East consumers consider safety as paramount which makes the new range a best fit for the region. The new age users are rapidly adopting advanced electronic machines, making the role of dependable and high-performance switchgear more pivotal for the safety of both, the user and devices. We are confident that our new range of superior MCBs & RCCBs with extended warranty, will be appreciated by evolved customers."

"It is a matter of immense pride for us to have established our plant in this region as it not only manufactures our new range of MCBs & RCCBs but also distributes the same across the whole nation. We will continue to come-up with innovative quality products and set new industry benchmarks." he further added.

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The new range of MCBs & RCCBs are manufactured at the company's state-of-the-art plant in Guwahati, Assam and Baddi, Himachal Pradesh. With a vision to achieve revenues of Rs 1,000 crore over next three years, the company has enhanced its overall manufacturing capacities to approx. 6 million poles per month. The installed capacity at Guwahati plant is 36 million poles per annum and currently around 12 million poles are being manufactured.

Havells offers the most comprehensive range of RCCB, MCB, SPD & Distribution boards to cater to varied needs of circuit protection for New India. India's organized domestic switchgear market is estimated to be Rs 2200 crore rupees per annum. Havells continues to retain its No.1 position in the category with about 27% market share.

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, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances and consumer durable products like AC, TV and washing machine covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and REO.

With 43 branch offices and over 4000 professionals Havells has achieved rapid success in the past few years. Its 13 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Ghiloth, Guwahati and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

For more information please contact:

Havells India Limited

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