

13th 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 expanding its fan segment

Launches 'Aindrila', a range of technologically advanced and hand-crafted fans

Chandigarh, September 13th, 2019: Havells India Ltd, launched India's first complete square-shaped pedestal fan 'Aindrila'. The new fan comes with many industry firsts- namely its unique square design, hand crafted guard, mood lighting and is three times sturdier than any other pedestal fan. The Aindrila range of fans also provides protection from thermal overload and high voltage thus ensuring safety of its users. For extra convenience, the fan comes with unique fuse that is handy and can be changed by users themselves if needed.

The new range of fans are partially hand-crafted, sporting a contemporary and unique aesthetic appearance. Powered by technological features such as auto-off timer function, remote control operation, the launch of 'Aindrila' underlines Havells' commitment to cater to the evolving needs of the Indian consumer and growth focus in Chandigarh. The new range of pedestal fans comes with 400 mm sweep, up to 8 hours of timer, breeze and sleep modes, soft-touch panel with remote control operation and auto-off timer function.

An ever-increasing demand for contemporary designs, coupled with tech-driven innovations, has spurred new trends in the fan segment. Today, fans are not just utility products and have evolved to the stature of corner arts. 'Aindrila' range of fans, with its seamless functionality and innovative aesthetics, promises to be an aspirational corner-art for the discerning consumers of today.

Speaking at the occasion, **Mr. Ravindra Singh Negi, President – Electrical Consumer Durables, Havells India Ltd** commented, "We are pleased to introduce India's first square shaped Pedestal fan which is an extension of our fan segment which was established in 2003. The fan not only has an aesthetic feel to it but also elevates the ambience of your room, establishing itself as a corner art. We are confident that it will be well-received and appreciated by aspiring buyers in Chandigarh as the consumers in the region are not only tech-savvy but also have an inclination towards inspiring and aesthetic designs."

Havells is the market leader in the decorative and premium fan segment and commands over 19% market share in the country. It is the only company in the country to have largest integrated fan manufacturing facility, producing over 7 million fans annually. With over 1,50,000 retail outlets pan India, Havells has been leading premiumisation of new age fans and plans to increase its network by 20% year on year.

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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 covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Crabtree and Standard. 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.

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