

7th November, 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

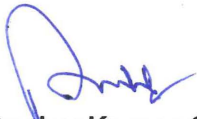
Dear Sir,

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: 09AAACH0351E2Z2

Havells introduces 'Freshia' range of air-purifiers, with 9-stage filtration process

- Captures 99.99% of air-borne pollutants with particles as small as 0.3 micron
- SmartAir technology offers unparalleled freshness, with anti-bacterial balls, sterilizing UV light and anti-bacterial filters

Delhi, 07th November 2019: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) company, introduced its latest range of air-purifiers, 'Freshia', with an innovative 9-stage filtration process that promises to curb and eliminate air-borne pollutants as small as 0.3 micron, capturing pollutants up to 99.99%.

With high levels of air-pollution across major cities in the country, there is growing focus to encourage a nourishing, healthy atmosphere of well-being in homes today. While we take necessary precaution to avoid atmospheric toxicity, indoor air can be quite entrenched with severe air-borne pollutants as well. Damp environments are often a breeding ground for bacteria and cause infectious diseases. Allergens can trigger flu, irritation and asthma while volatile organic compounds in paints, solvents and sprays can lead to respiratory problems. With particulate matter invisible to the human eye but equally harmful, it is essential to create an environment that injects purity and freshness in every breath you take.

'Freshia' creates a new benchmark in the air-purifier category with SmartAir technology and a rigorous 9-stage filtration system. In addition to standard pre-filter, anti-bacterial, anion producer, cold catalyst, HEPA, the product also embeds humidifier, activated carbon, sterilizing UV light and anti-bacterial balls, absorbing toxic elements and infusing the air with essential nutrients. These filters ensure that dust particles along with air-borne micro-bacterial germs are eliminated. Apart from that it adjusts to the room temperature and prevents dryness of the skin purifying the air in the room preventing harmful chemicals such as formaldehyde.

The range is priced between INR 14,490 – INR 43,290 and have other features built-in them – such as dust sensor, front cover open protection, LED air purity indicator and ionizer. With acute efficiency and powerful air-purification system, the range offers CADR up to 500 m³/hr.

Commenting on the introduction, **Mr. Ravindra Singh Negi, President – Electrical Consumer Durables, Havells India** said that *"Keeping pace with changing times and evolving needs, Havells has always strived to offer intelligent solutions that are highly functional, intuitive and performance-driven. The first of its kind – 9 stage filtration process – is a testament to Havells' commitment to provide superior comfort and well-being for discerning consumers. Precautionary measures, taken in time, to protect ourselves against rampant air-borne diseases will help prevent many pulmonary, infective and respiratory problems later"*.

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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. Havells India Limited recently also became the first Indian Electrical Company to be included in the Dow Jones Sustainability Index Emerging Markets along with 12 other Indian companies to be included in the index. The company is also signatory to United Nation Global Compact (UNGC) and adhere to its Ten principles by implementing the best global standards.

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