

10th July, 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 Elevates Water Purifying Experience for Consumers

~Launches best in class, technologically advanced alkaline water purifiers in Indore~

~Improves water pH level up to 10 by adding essential natural alkaline minerals~

Indore, July 10: Deepening its presence in Madhya Pradesh, Havells India Ltd, today unveiled its striking and diverse range of technologically superior, best in class Alkaline RO and Active UV water purifiers in the region. The initiative further enhances Havells' commitment to offer a superior water purifying experience to consumers in the state.

The range comprises five variants of water purifiers including Digiplus Alkaline, Max Alkaline, Active Touch, Active Plus & Active Plus Booster. Combining simplicity with effortless convenience, design brilliance and modern technology, all the products come in a price range of INR 9,999 to INR 23,499.

Present at the occasion, **Mr. Shashank Shrivastav, Vice President, Havells India Limited** commented, "Today, consumers are more discerning, health conscious and have a greater inclination for advanced purification technologies when it comes to safe and healthy drinking water. This has spurred demand for bespoke and technologically enriched water purifiers in the country. Madhya Pradesh is one of our important markets and we have witnessed considerable awareness & demand safe & healthy drinking water. We are delighted to introduce our new range of Alkaline RO and UV water purifiers to our customers here, providing them with safe, tasty and healthy alkaline drinking water with 8+ pH levels. Innovation is one of the key cornerstones of Havells and this reflects in our water purification segment as well. Our technology works in 3 steps, first we remove all impurities, then we add goodness of natural alkaline minerals and at last stage we magnetize this water to improve hydration and mineral absorption in the body."

Talking about health benefits of alkaline water, he added "This increase in pH lowers the Oxidation Reduction Potential (ORP) to negative value, which makes water antioxidant by nature. Antioxidant water is good for health as it removes toxins from our body and imparts long term health benefits"

Mr Shrivastav elaborated on the new range "For consumers who get Narmada water we have added a range of attractive UV Purifiers viz Active Touch, Active Plus Booster & Active Plus. These purifiers use advanced purifying technology and provide absolutely safe water with double purification through UV & UF. Along with iProtect Purification Monitoring, free flow soft touch buttons and smart alerts, the Active range of purifiers stand out with their technological benefits and sleek design."

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These water purifiers sport advanced consumer friendly features as well with better space optimization, iProtect purification monitoring, electrical protection, tank cover with ingress protection as well as alerts in case of low water pressure, pump failure, self-diagnosis requirements. The products also make a mark with their aesthetic excellence, exuding a premium look and feel with unique space saving design and dual tone colours.

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, Washing Machine, AC, Television, 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, Lloyd, 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, Noida, Sahibabad, Faridabad, Alwar, Ghiloth, Guwahati and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

For further information please contact:

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