

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

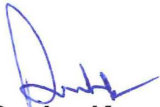
Dear Sir,

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 offers best in class water purifying experience in Rajasthan

- ~Launches technologically advanced alkaline water purifiers in Jaipur
- ~Targeting revenue of Rs 250 crs over next 2-3 years

Jaipur, July 11: Havells India Ltd, further enhanced its presence in Rajasthan with the unveiling of its impressive and exciting new range of technologically superior Alkaline RO and Active UV water purifiers in the region. The launch re-affirms Havells' commitment to provide superior water purifying experience to the 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 Ltd commented, "We are delighted to introduce Havells' new and innovative range of Alkaline RO and UV water purifiers to consumers in Rajasthan. The region is of strategic importance to us and we have witnessed many evolving trends here, especially about preferences for water consumption. Today, consumers are much more health conscious and have greater aptitude for advanced purification technologies. Innovation is one of the key foundations for Havells and this is embodied in our water purification range as well. This exclusive technology works in 3 steps where we first remove all the 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. Fortified with essential minerals, the water processed by our Alkaline RO and UV range delivers alkaline water with 8+ pH levels."

Further highlighting the health benefits of alkaline water, he added, "Alkaline water, with high pH levels, lowers the Oxidation Reduction Potential (ORP) to negative value, which makes water antioxidant by nature. Antioxidant water is highly beneficial for health as it removes toxins from our body and improves overall quality and longevity."

Havells' range of water purifiers are optimized for maximum performance and go through multi stage purification process. This exclusive purification process ensures that 100% water passes through the RO membrane and then UV purification. It includes membrane performance enhancer, sediment cartridge, activated carbon cartridge, reserve osmosis membrane, germicidal UV plus, alkaline taste enhancer and finally, revitalizer cartridge.

These processes ensure maximum performance and life, bringing the water pH level to an exceptional level of 8 up to 10. The revitalizer restructures the water molecules, making them biologically active to improve hydration and mineral absorption.

The water purifiers sport advanced consumer friendly features as well with better space optimization, iProtect purification monitoring, 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.

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Havells' array of UV Purifiers (Active Plus Booster, Active Plus & Active) is for the consumers who get water from rivers. Each drop of water is purified through advanced purifying process 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.

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 12 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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