

15<sup>th</sup> March, 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

## Lloyd ropes in Bollywood's "Power Pack" couple Ranveer Singh & Deepika Padukone as Brand Ambassadors

**New Delhi, 15<sup>th</sup> March, 2019:** With an aim to connect with today's millennials and continual focus on innovation and superior technology, Lloyd, a brand of Havells India Limited has roped in Ranveer Singh & Deepika Padukone as Brand Ambassadors. As part of the association, both Ranveer Singh & Deepika Padukone would endorse Lloyd range of consumer durables.

Ranveer Singh & Deepika Padukone are together seen as a couple who represents the ideology of today's youth and have strong individual imprints on young consumers, aka millennials. Their association is apt for the company as their personality resonates with brand Lloyd as both are trendsetters and have right ethos and vision. Lloyd is all about new ideas, risk taking, innovation and breaking the status quo and the new brand ambassadors too signifies the same. Also, the introduction of new brand ambassadors signifies complete transition of the "Lloyd" brand into Havells family.

**Speaking on this association, Mr. Shashi Arora, CEO, Lloyd said,** "Both Ranveer & Deepika is an inspiration to Indian millennials and portrays a blend of talent, class and popularity that complements with Lloyd's legacy and brand ethos. We are confident that this association will enable us explore new avenues for our continued growth and success and further strengthen our positioning in the consumer durable segment. We welcome both Ranveer & Deepika to the Lloyd's family".

Ranveer and Deepika have a following of close to 90 million fans on social media — a tempting platform for any company for its brands. This is the first time these two celebrities – now a couple - are coming together to endorse the same brand.

### About Lloyd

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like Washing Machines, Air Conditioners, LED TVs and Deep Freezers. Havells acquired Lloyd in February 2017. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers, 485 authorized service centres and 31 company owned service centres.

### For more information please contact:

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