

18<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)  
GIN: L31900DL1983PLC016304  
GSTIN: 09AAACH0351E2Z2

## Lloyd launches India's fastest cooling Air Conditioners- 'Grande Series'

- Ropes in Bollywood's "Power Pack" couple Ranveer Singh & Deepika Padukone  
as brand ambassadors

**Jaipur, 18<sup>th</sup> March 2019:** Lloyd, one of India's leading consumer durable brand, today launched country's fastest cooling Air Conditioners – '**Grande**' for the upcoming summer season. The new range of 'Grande' ACs can cool down the temperature to 18 degrees Celsius in just 45 seconds. The new range of ACs were launched by **Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited & Mr. Shashi Arora, CEO, Lloyd.**

On the sidelines, the company also announced that it has roped in Ranveer Singh & Deepika Padukone as Brand Ambassadors. And as part of the association, both Ranveer Singh & Deepika Padukone would endorse Lloyd range of consumer durables. Their association is apt for the company as their personality resonates with brand Lloyd as both are trendsetters and have right ethos and vision.

The '**Grande series**' is not only equipped with latest technology but also improves the air quality with **Active Carbon filter** giving occupants a healthier air to breathe. The new range of ACs are aesthetically designed with a new **Acrylic Panel** and equipped with advanced features such as **In-Built Wi-Fi, 100% copper, Unique Improved design for quieter operation & eco-friendly refrigerant** to offer delightful experience to discerning customers.

The **LLOYD 'Grande Series'** of AC's are designed to operate even at **60° Celsius ambient temperature** which will be a boon for the customers in harsh tropical India summer.

The **LLOYD 'Grande Series'**, available in **1.0 and 1.5 Ton** models comply with the Government mandated **5 Star ISEER Ratings**.

"Unveiling the new range of Air Conditioners, **Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited said,** "Rajasthan in particular has always been an important market for us and we see huge potential for our entire range of products here. Given the demand for our products, we intend to double our revenues in the state over next 2-3 years. We will continue to accelerate our growth with the introduction of new products in future and further consolidate our channel network in the state.

He further added, "Lloyd is strategic to our growth and we are investing significant sums in setting up an AC manufacturing facility in Ghiloth, Rajasthan and strengthening the equity of the Lloyd brand".

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**Speaking on the occasion, Mr. Shashi Arora, CEO, Lloyd said,** “Lloyd Air Conditioners are known for their superior performance, high energy efficiency and cutting-edge technology. Keeping our promise of delighting the customers with best in class products, we have come up with yet another range of new age ACs which are a blend of innovation and advanced technology. For a tropical climate like India’s, Grande series is the perfect answer to the cooling needs of our country. And, with the setting up of our AC manufacturing plant from May onwards, we will be able to better service the needs of our customers by offering them world class ACs that are “Made in India”.

Currently, we are amongst the top three players in the air conditioner industry in the country and would continue to strengthen our positioning with this new product range” added Mr. Shashi Arora.

#### **Some key features of ‘Grandè Series’:**

- Minimalist design concept in Lloyd ‘Grandè Series’ is accentuated by a superior Acrylic Panel.
- Smart 4-way swing ensures uniform cooling across the room.
- The new unique and improved design ensures *low noise*.
- 100% Copper Coils to assure faster cooling.
- Equipped with the low-Freon protection system that reports an error code and shuts down in case of refrigerant leak ensuring safety during use.
- Dust proof, Damp proof, Fungus proof and Insect proof treatment are especially added to improve the life of air conditioners under hot and humid Indian conditions.
- Latest self-cleaning function, Lloyd ‘Grandè Series’ improves the capacity of deep cleaning evaporator, achieving higher efficiency.
- Metal Control Box.
- Multifold Evaporator.
- Eco Friendly Refrigerant
- Easy Night mode.
- Hidden LED Display
- Strong Dehumidification.
- Auto Restart
- On/Off Timer
- Filter Clean Reminder

Three variants of Lloyd Grandè Series include— Inverter 5 Star, 3 Star and Fixed Speed 3 Star and come in a price range between Rs. 45,990 to Rs. 65,990 with a 10 years warranty on inverter compressor.

With the launch of Lloyd Grandè Air conditioner, Lloyd now offers 45 different AC models in Spilt/Window/Floor Standing and Cassette segment.

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### **About Lloyd**

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like, Air Conditioners, LED TVs, Washing machines 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:***

#### **Havells India Limited**

Amit Sharma  
Ph: +91 9911236700

#### **Fortuna PR**

Ashima Jain  
Ph: +9312879111

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