

13th February, 2020

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 launches Delite Alkaline High Recovery, Eco-friendly Water Purifier in Bhubaneswar

- *Introduces RO purifier with 50% + water recovery*
- *First in the industry high recovery alkaline purifier with stainless-steel tank*
- *Uses 8 stage different processes to deliver 100% RO & UV purified alkaline water with 8+ pH level*

Bhubaneswar, 13th February, 2020: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) and consumer durable company today announced the launch of its technologically advanced latest range of alkaline water purifiers with 50%+ water recovery. The new feature marks Havells commitment to provide an unparalleled water purifying experience to consumers.

Conventional RO purifiers process around 70% of inlet water while recovering only 30% of purified water. The latest Delite Alkaline RO water purifiers by Havells processes more than 50% of inlet water, infusing them with essential minerals – giving consumers access to larger quantity of nutritious, healthy and purified alkaline water.

True to its brand promise of ‘Making a Difference’, the new range of water purifiers for the first time in the country would offer safe & healthy alkaline water infused with natural mineral fortifications. The promise would be delivered initially through two variants namely ‘*Delite Alkaline High Recovery*’ and ‘*Delite Alkaline.*’ Havells Delite is an indigenously developed and designed at its own R&D facility and manufactured at its state-of-the-art manufacturing plant located in Haridwar, Uttarakhand.

The **Delite Alkaline** range offer host of advanced consumer benefits such as protection through triple purification of 100% RO and UV with UV LED to maintain 24x7 tank hygiene of high-quality food grade stainless steel, amongst others. Consumer are assured get 8+pH level of water by addition of essential alkaline minerals, a lower Oxidation Reduction Potential (ORP), which results in antioxidant water. Product design and styling of the purifier is unique and gives smart alerts on performance, cartridge life, preventive maintenance, power indicator, alerts in case of low water pressure, pump failure and self-diagnosis requirements etc. Havells strengthens its brand promise and commitment by addressing the concern over safe & healthy drinking water.

Present at the launch, **Mr. Shashank Shrivastav, Vice President, Havells India Ltd** said, “We are delighted to introduce our newest range of Alkaline RO and UV water purifiers in Odisha which offers healthy alkaline drinking water with 8+ pH level. Today, consumers are health conscious, hence they have an inclination towards advanced purification technologies when it comes to drinking water. This

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

has resulted in an increased demand for bespoke and technologically enriched water purifiers across the country. Odisha faces challenges such as depleting levels of water and contamination due to excess amount of fluoride, iron and salinity. Excess fluoride in water leads to skeletal fluorosis that causes joint pain, damage to joints and bones, dental fluorosis, high level of iron in water causes constipation and liver diseases while high salinity causes high blood pressure. To address these challenges and for the better of the nation, we have launched the new Delite Alkaline high recovery water purifiers which remove all possible impurities and most importantly saves over 50 percent plus water.”

He further adds, “Innovation is a key focus at Havells and naturally, it reflects in our water purification segment too. Our water purification technology involves 8 stages which removes all impurities, adds the goodness of natural alkaline minerals and magnetize water to improve hydration and mineral absorption in the body. The purifier consists of high-quality food grade stainless steel tank ensuring that purified water is free from toxins, chemicals and other harmful components.”

Havells newly launched water purifiers also make a mark with their aesthetic design, exuding a premium look and feel with compact styling. The product is available in dual tone colours with white & beige and blue.

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.

-----XX-----

For more information please contact:

Havells India Limited
Amit Sharma
[amit1.sharma@havells.com](mailto: amit1.sharma@havells.com) / M: 9911236700

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](mailto: marketing@havells.com), [www.havells.com](http: //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