

22nd March 2021

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
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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 launches Stealth Puro Air- India's first Air Purifying Ceiling Fan with 3-Stage Filtration

- India's first ceiling fan comes equipped with 3-stage air purifier that filters PM 2.5 and PM 10 pollutant along with VOC filtration, offers an approximate Clean Air Delivery Rate (CADR) of 130 cu. m/hr
- Also, introduces personal lifestyle fan –Havells Fanmate which comes equipped with carbon filters
- Followed with 16 new products under Ceiling, Exhaust and Pedestal fan category

National, 22nd March, 2021: Havells India Limited, a technology-led Fast-Moving Electrical Goods (FMEG) and Consumer Durable company today become India's first company to unveil a ceiling fan that comes equipped with a 3-stage air purifier that filters PM 2.5 and PM 10 pollutant along with VOC filtration and delivers an approximate Clean Air Delivery Rate (CADR) of 130 cu. m/hr. The industry first Air Purifying ceiling fan -Stealth Puro Air is targeted to promote a healthy lifestyle and add superior comfort and well-being to consumer's fast-paced life, priced at MOP Rs 15,000.

Aligned with the brand philosophy of 'making a difference', Havells has established an array of innovation in the ceiling fan category by launching a fan that not only circulates air but also purifies it at the same time. In addition to this, the fan also embeds a HEPA filter, activated carbon and pre-filter that absorbs toxic elements and infuses fresh air with essential nutrients. Apart from this, the ceiling fan also has technologically advanced features such as remote-control operation, under light and LED air purity indicator, etc. With acute efficiency and a powerful air-purification system, the range offers an approximate CADR of 130 cu. m/hr. The fan also offers aerodynamic blades for silent operation and high air delivery.

Havells has also introduced a personal lifestyle fan –Havells Fanmate fan for user's comfort. The fan is also useful to remove bad odour and purify air with its carbon filters. It comes with air vent that allows to change the air direction as required. With a battery backup of about 3 hours, it can be charged through USB cable or a mobile charger, connected via a laptop and has a touch pad for its operations. Premium satin matt finish and leather handle makes it the perfect portable appliance in the hot summer days.

Speaking on the occasion, **Mr. Ravindra Singh Negi, President-Electrical Consumer Durables, Havells India Limited** said, *"Electric fan is a hyper competitive and evolving market. This makes it a very important segment for Havells to understand the customer needs and deliver a product that elevates their overall experience. The rising health concerns related to air pollution makes the use of an air purifier an absolute necessity to ensure wellbeing of our family and loved ones. With comprehensive research and development, addressing the evolving needs and today's problem, Havells has launched India's first Air Purifying Ceiling Fan-Stealth Puro Air to fulfil a fundamental need which is clean air. Based on our philosophy of 'Making a difference', we are pleased to introduce the industry's first ceiling fan that can deliver clean air and comes equipped with some technologically advanced features for hassle-free operations adding ease and comfort to consumer's life."*

Besides Stealth Puro Air and Fanmate, Havells has also introduced its 16 new products under the Fan Portfolio which includes the Trendy HS and NS Pedestan Fan, Anti-Stan Exhaust Fan, Premium Ceiling Fan, Milor Ceiling Fan, Antilia Neo Fan Ceiling Fan, Astura Ceiling Fan, Trinity IoT Ceiling Fan, Stealth Air BLDC Ceiling Fan, Enticer BLDC Ceiling Fan, Florence Under Light Ceiling Fan, XPJET 400 ceiling fan, Girik Wall fan and Efficiencia Prime, Pro and Neo Ceiling Fan Range.

India's organized fan market is currently pegged at Rs 8000 crore. Havells entered the fans segment in 2003 and has today emerged as one of the fastest growing, most trusted and amongst the top two players in the country. The company is currently present in the premium & super premium categories and offers a choice of over 250 SKU's of high performance, decorative and energy saving fans to quality conscious customers. It enjoys dominant market share in premium and super premium category.

HAVELLS INDIA LTD.

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GSTIN: 09AAACH0351E2ZZ

Havells has the most modern manufacturing plant for fans in Haridwar, Uttarakhand. It is India’s first and largest fully integrated state-of-the-art manufacturing plant where all categories of Fans including ceiling, table, wall, exhaust & pedestal are manufactured under one roof. The current production capacity of the plant is more than 10 million fans annually. The plant is equipped with ‘state-of-the-art’ technology including automated CNC machines for end covers, computerized conveyor assembly line and testing facilities.

In Fan’s Havells is the first company to introduce Metallic colour fans in India in 2004. Havells has also started making its presence felt in the international markets in the fan’s category.

About Havells

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, with presence across India. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Fans, Luminaires for Domestic, Commercial & Industrial applications, Solar Lighting Solutions, Modular Switches, Air Conditioners, LED Televisions, Washing Machines, and Refrigerators, Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs like Kitchen Appliances, Irons, Water Heaters, Air Purifiers, Water Purifiers, Coolers, Room Heaters, Pumps & Motors to name a few. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and Reo. With 39 branch offices and over 5500 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, and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

For More Information, Please Contact

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