



5<sup>th</sup> August, 2022

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 launches Signia Grande, a smart and premium switches range in Kochi

- *Aims to be amongst the top 2 players in the category across the southern region*

**Kochi, 5<sup>th</sup> August 2022:** Havells India Limited, a leading Fast Moving Electrical Goods (FMEG) company, today unveiled its innovative range of Crabtree Signia switches in Kochi. The range comprises of two categories, i.e., smart and luxury switches (Signia Smart and Signia Grande) and are equipped with high-end aesthetics and technology designed in-house at Havells R&D center. Consumers can opt for both smart or mechanical switches in the same design and can align them with the décor of their homes.

Due to the pandemic with people staying indoors, the pursuit of convenience, safety, and comfort through integrated technology products has become imperative. Havells will cater to the needs of the consumer with the Signia smart range, which includes two and four-channel relay switches; a smart single-channel power switch, curtain relay switch; and a smart fan regulator. The diverse range helps control connected appliances, enables easier control of curtains, LED lights and other movements. Smart modules can also be controllable through the Havells Sync App (which can also control other Havells IOT devices from our other product categories). Additionally, these switches can also be controlled using voice assistants like Amazon Alexa.

Every consumer who aspires to designer finishes in their home can make it possible through the Signia Grande range that offers a premium and a classy touch. The Signia Grande range is available in 11 different finishes, including Plastic, Metal Plates, Glass Plates, and Wood Finish Plates. Additionally, consumers can also fit in Signia smart modules on the same plate to make their switches smart.

**Mr. Vivek Yadav, Executive Vice President, Havells India** said, *"Aligned with the commitment to provide state-of-the-art innovations and the 'Make in India' vision, we are pleased to introduce a new range of Crabtree Signia switches in the Kochi market. The Southern region is a strategically important market for us as there is tremendous development and growth happening in every sector. We are very optimistic about our business and will be investing in our channel network and brand visibility to build business demand"*.

**Mr. MP Manoj, Senior Vice President, Havells India** said, *"We are delighted to launch Crabtree products to the Southern market offering advanced and aesthetically designed switches and automation systems. Furthering our vision of catering quality products to the consumers, we observed there is a strong trend for decorative plates in metal, glass, and other finishes, along with smart/IOT products in the Southern market. The region has always been a pioneer in the adoption of Smart Technologies, and we are optimistic that Havells Crabtree switches range will be well-received and appreciated by the aspiring consumers"*.

In today's scenario, when the world is facing the challenge of COVID, Havells also introduced the anti-bacterial feature into the Signia white range without increasing any cost to the consumer to ensure safety and hygiene. The brand has added a special Viruzsafe feature in the switch plates that has antiviral and antibacterial properties and can neutralize any virus or bacteria that comes into contact. This product is also certified by independent third-party labs with a proven efficacy of over 92% antiviral efficacy in 1 min.



Havells has a strong presence across India, with a 15% market share in the modular switches segment, and it plans to expand aggressively with new ranges in the Southern region, where customers prefer well-designed and advanced automation products. The Signia range is 100% made in India and will be available in August through Havells Galaxy stores and online channel.

For more Information, please contact:

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