

Havells enters the refrigeration segment through its consumer durables brand Lloyd



KOLKATA: Havells-owned consumer electronics maker Lloyd is entering into refrigerator and dishwasher segments which would complete its portfolio of a complete white goods manufacturer.

The company is venturing into these segments before the festive season which is the biggest shopping period

for home appliances in the country, said Lloyd CEO Shashi Arora.

He said Lloyd will have a complete range of products, right from entry-level direct cool refrigerator models to frost-free and side-by-side units priced from Rs 10,000 to Rs 85,000. For dishwashers, the company's range will start from Rs 22,000 onwards.

"Since we were already present in AC, LED TV and washing machines, an entry into refrigerator and dishwashers will make the brand a complete consumer durable company," said Arora.