

Havells makes new-normal plans in east

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Kolkata: In the new-normal festive season, Havells India plans to make a foray into retail markets across Eastern India, including Kolkata. The electrical goods major plans to woo consumers of domestic utility products such as washing machine, refrigerators and dish washers with affordable prices under the brand Lloyd.

The business strategy drawn up by the company for Kolkata and other eastern parts of the country bucks the present trend of new-normal households where the non-entry of domestic helps is being used as a chance to increase revenues by launching “pocket-friendly substitute” products.

Shashi Arora, CEO of Lloyd, said, “We are present in Kolkata

and Eastern India markets through various distribution and retail chains. The business sector is reeling under revenue constraints due to the pandemic. Having observed the distribution trend in Kolkata market, we are rolling out various products at affordable prices to ensure that the consumers hit financially by the pandemic can buy our products.”