

Havells Launches New Ad Campaign “Lighting – Making a Difference in Your Life”

New Delhi, 26th September 2017: Havells India Limited, India’s leading Fast Moving Electrical Goods (FMEG) Company, has launched a new ad campaign “Lighting-Making a difference in your life” to showcase its latest offerings in the lighting portfolio ‘QuadraGlow’ & ‘Triyca’.

Conceptualized by Mullen Lintas Delhi, the new ad campaign highlights the unique features and benefits of the new products through an engaging narrative capturing interesting moments from real life. The ad campaign targets the evolved and informed consumer of today who wants to opt for aesthetic lighting products offering innovative solutions.

The ad campaign features two television advertisements. The first advertisement builds on a daily life moment being enjoyed by a couple where a simple thing like lighting makes real life experience closer to a dream setting just like seen in movies. Making wishes come alive is depicted beautifully in the second advertisement. This ad film shows an old man missing his native home-like feel in his son’s house where the daylight is less; here this smart product fills the gap by offering optional shades of natural light from dawn to dusk.

Mr. Amit Tiwari, Vice President, Marketing, Havells India Limited said, “It has always been our philosophy to launch products surpassing the expectations of our customers and fulfil the aspirations of the growing base of modern consumer. Through our new ad campaign, we want to convey the fact that Havells endeavors to turn people’s aspirations into reality through its path-breaking range of products”. These new products transform the living room experience by offering an array of unique spectrum of nature-like light. The QuadraGlow batten comes with unique four step dimming option, while Triyca has functioning of three color tones and two variants - batten and downlighter.

The ad campaign is on air and has been produced by Crazyfewfilms.

Ad. Link:

1st Ad: https://www.youtube.com/watch?v=oY_f6b3PcHs

2nd Ad: https://www.youtube.com/watch?v=aq_AZAod9DM

Creative:

Amer Jaleel - Chairman & Chief Creative Officer
Shriram Iyer – President & National Creative Director
Sindhu Sharma – Group Creative Director
Abhinav Karwal – Unit Creative Director
Anshul Nanda – Creative

Account Planning:

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CIN: L31900DL1983PLC016304

Account Management:

Syed Amjad Ali – President
KRK Ganesh – Sr. Vice President
Vivek Mishra – Sr. Brand Services Director
Aashiq Gesni – Brand Services Manager

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 11 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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