

Lloyd launches 'Grandè Series' of Air Conditioners

Hyderabad, 15 December 2018: Lloyd, one of India's leading consumer durable brand of Havells India, today launched their latest series of 'Grandè' Air Conditioners that will be available with latest technological features for best cooling and comfort. The new range of 'Grandè' Air Conditioners was launched by **Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited, renowned movie star Mr. Mahesh Babu and Mr. Shashi Arora, CEO, Lloyd.**

'Grandè Series' will be available in 3 models and two variants each that are eco-friendly, aesthetically designed and offers plethora of new features. The new range of air conditioners is equipped with advanced features to tackle indoor pollution and offers rejuvenating atmosphere to our discerning customers. All the new models comply with the Government mandated ISEER Ratings. (Indian Seasonal Energy Efficiency Ratio).

Unveiling the new range of Air Conditioners, **Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited said,** "Telangana and AP have been strategic and important to company's growth over the years. Consumers are at the core of everything that we do and with their support, we continue to be the preferred brand in the electrical consumer products category not only in the state but in the country as well. Our consumer durable brand Lloyd shares the same preference in the consumer durable category.

"It is our constant endeavor to offer best in class and future-ready products to our brand-conscious and technology driven consumers. We are confident that our advanced range of energy efficient air conditioners will generate significant interest & demand across prominent cities. We plan to double our revenues over next 2-3 years from the state. We will continue to accelerate our growth with the introduction of new products and expand the channel network in the region", added Mr. Gupta.

Speaking on the occasion, Mr. Shashi Arora, CEO, Lloyd said, "Lloyd air conditioners are known for their durability, energy efficiency and world class service, offering complete peace of mind. The new range of 'Grandè' Air Conditioners offers a unique first in the industry offering "Fastest Cooling with 18 deg C in less than 45 Sec*". The new Grandè Range of Air Conditioners combines innovation with advanced technology to offer a delightful experience to our consumers.

"Currently, our products are available in approx. 1000 Stores in Andhra Pradesh & Telangana and we intend to increase our presence by about 20% in the near future and be closer to our customers", he further added.

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Consumer Care No.:

1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304

GSTIN: 09AAACH0351E222

Some key features of 'Grandè Series':

- Fastest cooling with 18°C in just 45 seconds*.
- Minimalist design concept in Lloyd 'Grandè Series' replaces the button and the screen surface with a purely white matte surface, being more technological and fashionable. The decorative strip surrounds three sides instead of one which provides it a tri-dimensional look.
- Plug & Play Wi-Fi, enables customers to control the Smart AC from anywhere in the world.
- Healthy Air - PM 2.5 Filter ensures delivery of clean air in the room.
- Smart 4-way swing ensures uniform cooling across the room.
- The new Fish-Fin design ensures *air throw distance increase by 10%*.
- 100% Copper Coils to assure faster cooling.
- Equipped with the low-Freon protection system that reports an error code and shuts down in case of refrigerant leak ensuring safety during use.
- Dust proof, Damp proof, Fungus proof and Insect proof treatment are especially added to improve the life of air conditioners under hot and humid Indian conditions.
- Latest self-cleaning function, Lloyd 'Grandè Series' improves the capacity of deep cleaning evaporator, achieving higher efficiency.
- Demountable under jaw for quick Installation, Service and Repair.
- 5% more Inlet Grill area for quicker cooling.
- Metal Control Box.
- Multifold Evaporator.
- Eco Friendly Refrigerant
- Self-Clean function
- Easy Night mode.
- Hidden LED Display
- Strong Dehumidification.
- Grill Temperature under Test conditions.

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Three variants of Lloyd Grandè Series include– Inverter 5 Star, 3 Star and Fixed Speed 3 Star and come in a price range between Rs. 45,990 to Rs. 79,990 with a 10 years warranty on inverter compressor.

With the launch of Lloyd Grandè Air conditioner, Lloyd now offers 43 different AC models in Split/Window/Floor Standing and Cassette segment.

About Lloyd

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like Washing Machines, Air Conditioners, LED TVs and Deep Freezers. Havells acquired Lloyd in February 2017. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers, 485 authorized service centers and 31 company owned service centers.

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