

Havells once again lends helping hand to people in Kerala

Kochi, September 07, 2018: After contributing Rs. 5crore to Chief Minister's Distress and Relief Fund (CMDRF) last month, Havells India has once again decided to help people of Kerala rebuild their homes.

As floodwater recedes and the people start returning to their homes from relief camps, every household would require essential goods to bring their lives back on track. Since Havells manufacturers almost all the electrical goods required in a household, it has decided to help reduce the burden of people who will now have to buy new electrical equipment products due to devastating floods.

As part of the contribution, Havells India will offer most of its products at a discount of 40% inclusive of GST until September 30, 2018. The entire dealer and retail network of Havells has joined hands to the cause of rebuilding Kerala.

Special options on company's toll-free number (18001031313) have been created for all calls from Kerala. Customers can call to know about nearest dealers, retailers, register their complaints and seek any other assistance with respect to Havells products.

Announcing this special initiative, Mr. MP Manoj, Business Unit Head, Tamil Nadu and Kerala, Havells India said, "Havells stands with everyone in Kerala. We are fully committed to do everything in our capacity to help rebuild Kerala. Our contribution of five crore rupees to CMDRF earlier and now making available the essential electrical goods available at a discount is to express our solidarity to people of Kerala."

"The thought emerged from the visit of our CMD, Shri Anil Rai Gupta to Thiruvananthapuram last month to meet with the Hon'ble CM and give our contribution to CMDRF. He was extremely impressed to see the zeal and optimism of the people to come out of these difficult times with fortitude and dignity. We hope this step of ours would provide immense support to the people of Kerala", he further added.

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