

Havells celebrates Valentine's Day with its unique #TheSafeLook Campaign

- *With the latest digital campaign, Havells aims to reach out its audience to go for the tried and tested look which makes them look perfect while keeping it safe*
- *The winner stands a chance to win Havells gift vouchers worth INR 2,000* with #TheSafeLook Contest*

New Delhi, 12th February 2021: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) today announced its latest Valentine's Day's campaign urging customers to create the perfect style with safe and stress-free grooming experience. The campaign titled #TheSafeLook, set to continue till 14th February 2021 is live on Havells' official [Facebook](#), [Instagram](#), and [Twitter](#) pages.

The digital campaign aims to educate on various aspects of self-grooming amid the 'New Normal' with various styling themes for both male and female audiences. Kickstarting with a series of styling tips and videos on various social channels, the campaign culminates into [#TheSafeLook Contest](#) through the Valentine's weekend. #TheSafeLook contest will invite participants to share picture of their own rendition of #TheSafeLook for this Valentine's Day. Winners will get a chance to win Havells gift vouchers worth INR 2,000* from Havells India. Started on 7th February, #TheSafeLook campaign has already received massive traction on the brand's social media channels with a total 1.30 million impression till today (12th February).

Commenting on the initiative, Mr. Amit Tiwari, Vice President- Marketing, Havells India said, *"We are pleased to announce #TheSafeLook campaign at a time when people are now slowly stepping out of their homes to meet people. Through the campaign, we are going to help our customers with some of the tried and tested looks which can be easily achieved by the strong product portfolio from the house of Havells. We live in a world today where hygiene and safety are paramount. Themed around being safe while styling, the campaign urges customers to take charge of their looks and create their Safe Look with complete perfection on this Valentine's Day.*

To create more excitement for our fans on this special occasion, we have also launched #TheSafeLook contest to offer participants a chance to win gift vouchers from Havells India. "

The winner for the contest will be announced in the last week of February 2021 on Havells social media platforms.

* T&C applied, for more information, please visit [here](#)

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA)

Tel: +91-120-3331000, Fax: +91-120-3332000

E-mail: marketing@havells.com, www.havells.com

Registered Office: 904, 9th Floor, Surya Kiran Building, K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)

Consumer Care No.:

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

CIN: L31900DL1983PLC016304

GSTIN: 09AAAACH0351E2Z2

About Havells

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, with presence across India. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Fans, Luminaires for Domestic, Commercial & Industrial applications, Solar Lighting Solutions, Modular Switches, Air Conditioners, LED Televisions, Washing Machines, and Refrigerators, Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs like Kitchen Appliances, Irons, Water Heaters, Air Purifiers, Water Purifiers, Coolers, Room Heaters, Pumps & Motors to name a few. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and Reo. With 39 branch offices and over 5500 professionals. Havells has achieved rapid success in the past few years. Its 13 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Ghiloth, and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

For More Information, Please Contact

<p>Havells India Limited</p> <p>Amit Sharma</p> <p>amit1.sharma@havells.com / M: 9911236700</p>	<p>Archetype</p> <p>Neha Arora</p> <p>neha.arora@archetype.co/ M: 7838304458</p>
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