

Havells launches its latest campaign #ShockKaVaccination to promote electrical safety by using an RCCB

- *The digital campaign intends to spread awareness about the importance of installing Residual Current Circuit Breaker(RCCB) to safeguard loved ones from shock caused by current leakage*
- *The campaign has been curated using real-life instances where an Electrician in various interesting avatars highlights the use of safety devices.*
- *In addition to Hindi, the campaign is in multiple vernacular languages - Malayalam, Telugu, Kannada, Bengali, and Tamil, in order to spread the message of electrical safety across the country*

New Delhi, 19th August 2020: Havells India Limited, a technology-led Fast-Moving Electrical Goods (FMEG) and Consumer Durable company today launched a digital campaign **#ShockKaVaccination**, in a bid to promote electrical safety through its *Residual Current Circuit Breaker* (RCCB) product range, urging consumers to install circuit protection devices to protect themselves and their family from electrical shocks. Versatile and talented actor Vijay Raaz dons the avatar of an undercover electrician, highlighting the role of a simple yet vital product like an RCCB in ensuring electrical safety through use of interesting everyday situations at home.

Consumers spend time, effort and money to ensure loved ones are safe and secure but often ignore a very important aspect- protection against leakage current. This ignorance leads to frightening results, which in many cases can also lead to loss of human life. In the unlikely event of a leakage of current to the surface of an electrical appliance and if it comes in contact with a human touch, could well be fatal. Use of RCCB immediately cuts of the circuit, thus preventing any electrical shock to the person. Havells through **#ShockKaVaccination** campaign likens the role of this electrical safety device to that of *vaccination* that helps us fight diseases. In order to spread the message of this digital campaign far and wide – this campaign has been launched in *Malyalam, Telegu, Kannada, Bengali, Tamil* in addition to *Hindi*.

Speaking on the campaign launch, Mr. Saurabh Goel, President, Havells said, *“We are extremely delighted to launch our #ShockKaVaccination campaign which is an extension of Havells’ long standing thought leadership and commitment on electrical safety. The digital film visually emphasizes on the risk of an electric shock in the absence of RCCB a very simple yet vital device which should be a part of every home. We have highlighted the role of Electrician, as the real hero who advises and ensures consumer safety in the film.”*

The campaign #Shockkavaccination other videos will be live from 27th August to 7th September.

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CIN: L31900DL1983PLC016304

GSTIN: 09AAACH0351E222





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Havells has incessantly engaged with electricians and efforts have been stepped up in the last few years, with several MoUs with DISCOMs, widespread consumer interaction through RWA/IWA(s), electrician connect in association with PMKVY, etc. In addition, Havells Innovative PRCD devices in Adaptor and Plug orientation ensure protection against leakage current while using stand-alone devices like Laptop, Hand blender , Air cooler.

Here are the screenshots, social media links and access to the video in all languages:

Twitter: <https://twitter.com/havellsindia/status/1295242504745279494>

Instagram: <https://www.instagram.com/p/CD-uAfxn2Pa/>

Facebook: <https://www.facebook.com/watch/?v=360761401827554>

Languages Links –

Hindi: <https://youtu.be/HyegdhQZVns>

Malayalam: https://youtu.be/er1T_tWLdf4

Telugu: <https://youtu.be/g8tHSgzOqTI>

Kannada: <https://youtu.be/goPXRfQZDgl>

Bengali: <https://youtu.be/qKKej-8NRXQ>

Tamil: <https://youtu.be/dBxNroMDWHw>



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, Power Capacitors, 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 6500 professionals, Havells has achieved rapid success in the past few years. Its 14 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Ghiloth, Guwahati and

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G R O U P

Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.



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