

Lloyd marks its entry into the refrigerator segment; launches Direct Cool, Frost Free and Side by Side categories

- *Launches 25 new models of Direct Cool, Frost Free and Side by Side Refrigerators; Plans to launch additional 25 models of refrigerators and a new range of dishwashers by Diwali 2020*

New Delhi, September 24th, 2020: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) company today announced its entry into the refrigerator segment under its consumer durable brand - Lloyd. The company will also double the range with additional 25 models by Diwali this year. The refrigerator range is designed keeping in mind the modern kitchen aesthetics combined with energy saving features that adapt to the consumer lifestyle. The alluring transparent interiors of the range comes with an array of attractive fresh floral fascia design, which reflects refrigerators as a work of art that blends with your home décor. The refrigerators will be available in capacities ranging from 190 litres to 587 litres, and at an introductory offer price range from INR 10,000 to INR 84,990.

Speaking on the occasion, **Mr. Shashi Arora, CEO, Lloyd** said, *“With the legacy of being known as a cooling expert over decades, Lloyd today is among the top 3 brands in the air conditioners segment. Today, we are introducing DC, Side by side, frost free range of refrigerators to complement other categories, in our attempt to make Lloyd a full-fledged consumer durable brand. Backed by our Make in India vision, we are going to produce all our refrigerators in the country enabling us to bring better quality and relevant customisations to our customers.*

The refrigerators launched today will offer class leading features in a wide array of capacities and price range through our strong network of 10,000 dealers and retailers across the country. Our range of refrigerators brings to our customers the benefits of even cooling that keeps all their food items including fruits and vegetables fresher for a longer duration. All this comes at a lower electricity cost due to the latest inverter technology deployed in the newly launched range.”

Revolutionizing the refrigerator category in India. The new range introduced by Lloyd is equipped with Bactshield technology that eliminates bacteria and provides longer lasting freshness to perishables- a much needed feature in a tropical country like India. The refrigerators range will feature the unique Decacool

Features	Side by Side	Frost Free	Direct Cool
Bactshield Technology	✓	✓	✓
Deca Technology	✓	✓	
Electronic control with LED display	✓		
Flexi Max Design	✓	✓	✓
Holiday Mode	✓		
Humidity control		✓	✓
Interior LED light	✓	✓	
Low noise	✓	✓	✓

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: 09AAACH0351E222

technology that will ensure cooling in every corner. It also consists of flexi max design which caters to the underlying need of more storage for discerning Indian consumer. The above range is rated as per the 2020 energy rating norms coupled with advantages of the Inverter technology. In conjunction with inverter technology, the new refrigerator range will come with dual safety compressor with OLP and OHR that enhances compressor's life and makes Lloyd refrigerators highly energy-efficient.

Lloyd refrigerators are also environment friendly with a zero ODP (Ozone depletion potential) presence thus helps in reducing its carbon footprint. The newly launched refrigerators will come with a one year comprehensive warranty along with a 10 years compressor warranty. The range will be available across pan India Lloyd brand shops, offline dealers and Lloyd online e store.

About Lloyd

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

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>Meher Iqbal</p> <p>Meher.iqbal@archetype.co / M: 9953272866</p>
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