

Havells reintroduces its iconic 'Hawa Badlegi' campaign, showcasing Stealth BLDC Ceiling Fan Range

National, 23rd March 2022: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) Company has re-launched its iconic marketing campaign – 'Hawa Badlegi' focusing on its latest energy efficient STEALTH BLDC Fan range. Conceptualised and created by Mullen Lintas Delhi, the campaign has a refreshing take on the subject of Climate Change and Global Warming which has been the burning issue of today's generation. The brand has taken a high ground for its Stealth BLDC Range of fans with BLDC Inverter Technology that can save up-to 60% energy over ordinary induction motor-based fans. Through 'Hawa Badlegi' social messaging, the campaign urges viewers to take small steps at their end that will go a long way in contributing to prevent global warming.

The new TV Ad campaign shows a politician taking a big step by adopting Electric Buses for the city and boasting his contribution to the society, when his young daughter brings his attention to the regular fan in their house, that wastes energy. It's a juxtaposition of the thought that tackling global warming needs big initiatives with alternate point of view that even small steps go a long way. We all can take smaller steps like adopting energy efficient 5 Star Rated Fans with BLDC Inverter Technology and save energy every day.

Talking about the campaign, **Mr. Ravindra Singh Negi, President-Electrical Consumer Durables, Havells India**, said, *"Electrical appliances like fans have been a part of our everyday life forever and we often ignore the fact that they significantly contribute to the monthly electricity consumption in our households. With our new BLDC Fan Range, we wanted to differentiate our communication and connect with the youth of today by taking up a cause that impacts them, like global warming. Havells Stealth BLDC Range of fans, not just look futuristic, but also have advanced BLDC Inverter Technology that makes them the most energy efficient fans in the industry. Thus, Havells BLDC Fans keep you cool and planet too."*

Commenting on the creative thought, **Garima Khandelwal, Chief Creative Officer, Mullen Lintas** said, *"There are many conversations about global warming, and big changes that have to be made for it but it's the everyday choices that also need to be thought of for the same. Bringing the memorable campaign plank "Hawa Badlegi" back, that sparks winds of change but in a revamped avatar both in its tonality and closer to the product benefit that talks about that behaviour change is the campaign idea for Havells BLDC fans that save energy and save the planet."*

Havells is known not just for premium and world class products but also for their iconic campaigns which have been spreading the right social messages. 'Hawa Badlegi' has been a strong and memorable property of Havells for the fans category and it has garnered strong consumer connect for the brand. In its new avatar the essence of the campaign thought is the same, but its story and relevance has evolved.

With constant progression and focus on driving innovation in the fan category, Havells has carved its position as a leader in the premium decorative segment and has been awarded with National Energy Conservation Award 2021.

The campaign is being promoted across all mediums – Television, Digital and Social media platforms. Access the campaign video [here](#).



Campaign Credits:

Client: Havells India Limited

Head of Marketing & President ECD Category: Ravindra Singh Negi

Head of Brand & Communication: Arunima Yadav

Brand & Marketing Team: Pranav Gupta & Harshita Shukla

Agency: Mullen Lintas Delhi

Chief Executive Officer: Hari Krishnan

Chief Creative Officer: Garima Khandelwal

National Planning Head: Ekta Relan

Head of Mullen Lintas Delhi: Sunil Singh

Head of Creative Delhi: Nisheeth Srivastava & Sarabjit Singh

Head of Planning - Delhi: Saumya Baijal

Creative Team: Arvind Murali, Sunny Kumar and Ankur Singh

Account Management: Vaibhav Katti and Shallabh Kumar

ABOUT HAVELLS

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 14 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



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)
For CARE 360, Call us : for Havells : 08045771313, for Lloyd : 08045775666
CIN: L31900DL1983PLC016304
GSTIN: 09AAACH0351E2Z2



G R O U P

Havells India Limited

Amit Sharma

amit1.sharma@havells.com / M: 9911236700

Archetype

Neha Arora

neha.arora@archetype.co / M: 8167692797



HAVELLS



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)
 For CARE 360, Call us : for Havells : 08045771313, for Lloyd : 08045775666
 CIN: L31900DL1983PLC016304
 GSTIN: 09AAACH0351E2Z2