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## **Havells Strengthens ‘Make in India’ Vision Showcases India’s most-advanced robotic and Industry 4.0 standard manufacturing plant**

- *New manufacturing facility inaugurated for Washing Machines with an annual production capacity of 3 lakh units at Ghiloth*
- *Aims to consolidate and strengthen its position in washing machine and AC market in India*
- *Industry 4.0 compliant technology, with high level of automation and robotic touch-points, providing superior product quality in the segment*
- *MES (Manufacturing Execution System) system installed to have seamless real-time monitoring of the entire production cycle, improve productivity, reduce loss-time & wastage*

**Ghiloth, December 23<sup>rd</sup>, 2021:** Havells India Ltd, the leading ‘Fast Moving Electrical Goods (FMEG)’ company in the country, today announced its vision to bolster its ‘Make in India’ strategy by showcasing its industry-first ‘Industry 4.0’ manufacturing plant for Lloyd ACs in Ghiloth, Rajasthan. Diversifying its manufacturing prowess further, the Company has now also entered **Washing Machine (WM)** production at the same location in Ghiloth where the AC plant is located. **The Washing Machine plant was inaugurated today by Mr. Amitabh Kant, Chief Executive Officer, NITI Aayog.** Spread over 50 acres at Ghiloth, the greenfield WM unit will significantly strengthen Lloyd’s WM production capacity with a targeted output of 3 lakh units annually.

With the enhanced manufacturing capacity, Lloyd is poised to have ~20 models of WMs and 50 SKUs of ACs in 2022, aiming to bolster its presence in the domestic consumer durables segment. Currently manufacturing washing machines, the facility is equipped to expand to over 5 lakh units annually. The manufacturing plant consists of best-in-class machinery from Japan, Korea and Italy and is equipped with cutting-edge technologically advanced 10 Robotic machines and AGV’s (Automated Guided Vehicle) and a fully integrated material management system. The plant also has Management Execution System - MES from Dassault, France which helps in real time monitoring of processes thereby improving productivity and reducing loss-time & wastage.

On his visit at the most advanced robotic and Industry 4.0 compliant consumer durable manufacturing plant, **Mr. Amitabh Kant, CEO, NITI Aayog said,** *“The state-of-the-art facility for manufacturing Lloyd AC & Washing Machines at Ghiloth is a testimony of Havells’ commitment towards Government’s aim to build an AtamaNirbhar Bharat. Their Industry 4.0 standard manufacturing facility, with real-time monitoring system (MES), showcases Havells’ ability to manufacture world-class products at globally competitive prices”.*

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Addressing the media, **Mr. Anil Rai Gupta, CMD, Havells India Limited** said, *“I am very happy to showcase this first-of-its-kind most-advanced robotic AC plant in the country to you. With a capex of Rs.500cr, this plant symbolises our vision for the future where we are committed to produce world-class, innovative products using globally-benchmarked manufacturing systems & practices. This ‘Industry 4.0 plant’ complements Government of India’s ‘Make in India vision’ and helps us make world-class ACs that are being exported to over 25 countries across the globe.*

Speaking at the occasion, **Mr. Shashi Arora, CEO-Lloyd**, said, *“Currently we are amongst the best-known brands in the Consumer Durables industry, as our products are well-known for their superior performance, high energy efficiency and cutting-edge technology. The high automation and management systems at the Ghiloth AC plant will help us further optimise our cost structure, make more efficient products and cement our foot-hold in this market. Increasing urbanization, higher purchasing power and the rise of an expanding middle class have acted as key growth drivers in the consumer-durables industry, and we intend to ride this wave of burgeoning demand by offering our customers a wide-range of innovative world-class products under the Lloyd brand’.*

#### **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.

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