

## Lloyd ropes in Sourav Ganguly as a Brand Ambassador for Eastern Market

**Kolkata, 13<sup>th</sup> April, 2022:** Lloyd, one of India's leading consumer durable brand of Havells India, today, has announced its association with former Indian cricket captain Sourav Ganguly as the Brand Ambassador for markets in eastern part of India. As a part of the association, Sourav will endorse Lloyd range of consumer durables, through promotion, advertising and marketing.

Commenting on this announcement, **Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited** said, *"Lloyd believes in providing the best products to its customers with its focus on innovations, superior technology and after sales customer support. The brand sees Sourav Ganguly as an inspiration that portrays a rare blend of talent, class, intelligence, and popularity that complements Lloyd's legacy and brand ethos. We are confident that this association will enable us to explore new avenues for our continued growth and success and further strengthen our positioning in the consumer durables segment."*

*"I am thrilled to collaborate with a brand like Lloyd that has such an incredible line of product with top-of-the-line features and superb quality. Lloyd has established itself as one of the most reliable consumer durable brand in India with its constant focus on innovations, superior technology and after sales customer support. Associating with such a brand is indeed an honour and I am looking forward to working with the brand,"* **Sourav Ganguly**, said on the association.

With its product portfolio including state-of-the-art Air Conditioners, Washing Machines, Refrigerators and LED TVs, Lloyd is a leading brand in consumer durable segment. The association with superstar cricketer Sourav Ganguly will help Lloyd achieve its next phase of growth in the Eastern Market.

### **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, Washing machines, Refrigerators and LED TVs. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers and 485 authorized 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 products. 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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