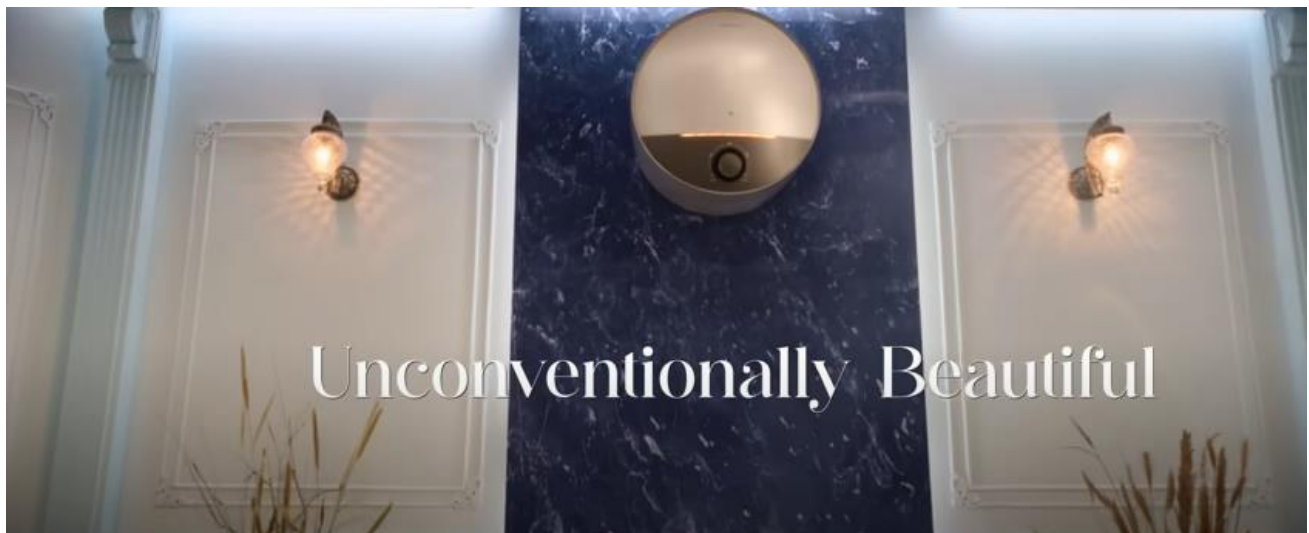


## Havells launches a new campaign showcasing its 'Unconventionally Beautiful' Water Heater range

**National, December 12, 2022:** Havells India Limited, India's leading Fast Moving Electrical Goods (FMEG) Company, launched a new TVC campaign titled **What-a-Heater** showcasing its '*Unconventionally Beautiful*' premium range of water heaters. Conceptualized by Mullen Lintas Delhi, the latest ad campaign introduces a state-of-the-art range of stunning water heaters from Havells. In a category that singularly talks functionality, the Havells range of water heaters come across as a much-needed breath of fresh air with its aesthetics and design excellence.



The ad takes a quirky dig showing how members of a household are all mesmerised by a beautiful, futuristic, and simply out of the world product. While the members are enthralled, gazing at the exquisite piece of art, the curiosity is interrupted, when the girl enters and says she is getting late for shower. The film ends revealing Unconventionally Beautiful range of water heaters from Havells.



Otto water heater comes in a unique circular design, a temperature setting knob for personalized heating and colour changing LED indicator that changes colour from blue to amber as the water heats to the desired temperature. On the other hand, the Orizzonte model comes in AC type digital space saver model, designed to be a perfect fit even if ceiling height is low. Orizzonte also features a digital temperature display, energy saving mode, feather touch control panel, and a wireless remote controller. It also has a timer mode which enables user to set a duration for heating.



Commenting on the campaign, **Mr. Rohit Kapoor, EVP – Brand Marcom, Havells India Ltd** *“Keeping in mind the aesthetics of a modern-day bathroom, Havells range of water heaters have been designed to offer our consumers a premium experience with thoughtful design along with advanced technology, convenience, and safety. The latest campaign is an extension of this and creatively captures the brand’s commitment to provide consumers the best of design and technology.”*

**Garima Khandelwal, CCO, Mullen Lintas said,** *“Water heaters that look unconventionally beautiful, they are a thing of admiration, as if a piece of art. In the current context of the category, where bathrooms and sanitary ware in general have become a place where a lot of attention to everything is now normal. Our product leaves one speechless, in awe, at a loss of words, it was a single minded and sharp creative approach. Never before a water heater that’s made anyone go “What-a-heater” was the idea.”*

The campaign is on air on major GEC, movie, news, and regional channels across HSM, West Bengal, Tamil Nadu, Karnataka AP, and Telangana. Besides TV, Campaign will also run-on digital platform, YouTube, Facebook, and Instagram.

*Havells* is a leading brand in Water Heating solutions, making technically superior water heaters in their own State-of-the-art Manufacturing plant at Neemrana, which has a Capacity to make 7 lacs water heaters. In order to match its ever-increasing demand, the company has recently augmented its capacity to make 14 lacs Water heaters in a year. Keeping the consumer safety as paramount, Havells since its inception, have been coming with Shock Safe Plug and Genuine Flexible Pipes which have been the industry first along with Free Standard Installation.

Access the campaign video [here](#)

#### Credits:

Client: Havells  
Creative Agency: Mullen Lintas  
CEO, Mullen Lintas: Hari Krishnan  
Chief Creative Officer: Garima Khandelwal  
National Planning Director: Ekta Relan  
Head of Office, Mullen Lintas Delhi: Sunil Singh  
Creative Heads, Mullen Lintas Delhi: Nisheeth Srivastava & Sarabjit Singh  
Creative Team: Arvind Murali, Raza Mohammad,

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](mailto:marketing@havells.com), [www.havells.com](http://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: 09AAACH0351E2ZZ





Planning Head, Mullen Lintas Delhi: Saumya Baijal  
Account Management Team: Vaibhav Khatti, Tanvi Mehrotra  
Production House: BANG BANG Media Corp  
Director: Ryan Mendonca  
Producer: Zuleikha Gupta



### ABOUT HAVELLS

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, with a presence across 60 countries. Its product range includes Industrial & Domestic electrical goods and consumer durables. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and Reo.

For more information please contact:

Havells India Ltd Contact	Agency Contact
<b>Amit Sharma</b> E-mail: <a href="mailto:amit1.sharma@havells.com">amit1.sharma@havells.com</a> Phone: 9911236700	<b>Neha Arora</b> E-mail: <a href="mailto:neha.arora@archetype.co">neha.arora@archetype.co</a> Phone: 8167692797



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](mailto:marketing@havells.com), [www.havells.com](http://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