

Havells Illuminates Lives with 'Har Light Mein Delight' Campaign

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Havells Illuminates Diwali with 'Har Light Mein Delight' Campaign: Lighting Up Lives, Igniting Emotions during the World Cup and in the Festival of Lights

National, XY October 2023: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) and consumer durable company, has launched a marketing campaign called 'Har Light Mein Delight' coinciding with the excitement of the World Cup and continuing throughout the festive season. The campaign captures the essence of Havells' diversified lighting range, including Decorative lights, Professional lights, Smart lights, GlamTubes, and Outdoor Lighting, and how it plays the role of an enabler, bringing to life various perspectives under the glow of these lights. It explores the profound impact of right lighting on people's lives, illuminating how it can transform ordinary moments into extraordinary experiences. The theme centers around the idea of enhancing everyday experiences and evoking emotions through the transformative power of light in various spaces.

Conceptualized and created by Team 82.5, Havells' latest campaign is designed to resonate with audiences on a profound level, goes beyond traditional advertising norms. It skilfully captures the essence of Havells' lighting range, presenting the range as more than just functional items, but as instruments that create delightful moments and varied perspectives. The campaign, with its core message of 'Har Light Mein Delight,' successfully conveys the idea of bringing joy and happiness into every corner illuminated by Havells lights. Through thoughtful storytelling and creative vision, the campaign seeks to create a connection with the audience, emphasizing the emotional impact of lighting in our lives.

The campaign showcases the the influence of light on people's lives, depicting diverse scenarios where lighting's impact is felt deeply. Moving seamlessly from one setting to another, it highlights the versatility of Havells' lighting solutions, customizing ambiance to suit different situations. From the soft brilliance of Havells chandeliers from the **Decorative lighting range** illuminating joyful moments shared by couples, to the calming glow of **Havells Smart Lighting** enhancing meditation experiences, and the inviting warmth of **Havells GlamTubes** fostering togetherness, each scene exemplifies the emotional resonance of well-designed lighting. In corporate spaces, professionals find motivation under **Havells Professional Lighting**, while **Outdoor Lights** infuse vibrant celebrations with excitement. This campaign elegantly captures the myriad ways lighting can shape emotions and elevate experiences.





Prag Bhatnagar, President, Havells India, added, "We are thrilled about the 'Har Light Mein Delight' campaign as it perfectly aligns with Havells' vision of enriching lives. Through this campaign, we aim to inspire people to reimagine their spaces and embrace the joy that well-designed lighting can bring. It's more than just illumination; it's about creating memories and experience."

Commenting on the campaign, **Mr. Rohit Kapoor, EVP-Brand Marcom, Havells India**, expressed his enthusiasm, stating, "At Havells, we believe in creating not just products but experiences. 'Har Light Mein Delight' embodies our commitment to enhancing the lives of our customers. The campaign beautifully portrays the emotional connect that our lighting solutions bring, transforming spaces and creating joy in every corner."

The campaign invites consumers to explore the endless possibilities of delightful moments that can be created under the glow of Havells lights. By highlighting the emotional and transformative aspects of lighting, 'Har Light Mein Delight' aims to resonate deeply with audiences, making them rethink the way they perceive and experience light in their lives.



Watch the Ad Film here: [#HarLightMeinDelight](https://www.havells.com/campaign/har-light-mein-delight)

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.

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