

Havells unveils innovative campaign for Ganesh Chaturthi

National, September 21st, 2023: In the spirit of celebrating Ganesh Chaturthi, Havells India Limited has rolled out its latest innovative campaign **#HavellsKeDeva** to celebrate the joy and fervor of the Ganesh Chaturthi festival. The brand has introduced a ground-breaking OOH campaign in Thane's Majiwada Flyover where 100 designer fans have been put together to bring alive a unique Lord Ganesh idol. This innovative hoarding aims to celebrate the joy and fervor of the Ganesh Chaturthi festival by combining art and technology, leaving viewers mesmerized with its grandeur and the visual appeal.

The campaign also includes a digital film to capture the essence of Ganesh Chaturthi showcasing a mesmerizing shadow art of Lord Ganapati, meticulously crafted using Havells appliances. Along with these activations, the brand has also launched #HavellsKeDeva contest in collaboration with Radio One and Radio City Maharashtra. This interactive contest invites customers and viewers to participate, engage, and celebrate the festive season.



Talking about the latest festive campaign, **Mr. Rohit Kapoor, EVP – Brand Marcom, Havells India**, said "Ganesh Chaturthi is a time to honor innovation, transformation, and new beginnings. At Havells, we embrace these values in all our endeavors. We are thrilled to introduce our #HavellsKeDeva campaign, where we amalgamate tradition and innovation. Havells has always strived to redefine the boundaries of advertising and through our

latest campaign, we aim to not only celebrate the festival but also showcase our passion for innovation. Join us in celebrating the spirit of Ganesh Chaturthi!"

Three simple steps to participate in #HavellsKeDeva contest:

- Share a picture of your Ganesha Idol/Pandal through a story/reel/post/comment
- Use the hashtag #HavellsKeDeva and tag your official handle
- Use our music Havells Ke Deva- Stuti

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 CIN: L31900DL1983PLC016304
 GSTIN: 09AAACH0351E2Z2



Winners will get a chance to win exciting prizes.

#HavellsKeDeva Contest | Terms and Conditions: [Link](#)

Link to Digital Film: <https://youtu.be/GCFNWdWe5Ig?si=0h14E2DJNQkhu6aN>

Link to OOH campaign: <https://we.tl/t-EUC9BW0efc>

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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