

Havells launches innovative flagship store in Gurgaon

Gurgaon, November 17, 2023: Havells India Limited, a leading Fast Moving Electrical Goods (FMEG) Company, today announced the grand opening of its flagship store in the heart of Gurgaon, located on the bustling Golf Course Road. This remarkable achievement follows the exceptional success of Havells' inaugural Experience Centre, inaugurated in Lajpat Nagar, Delhi, in 2022. The new facility, spanning across three expansive floors with a total area of 5000 sq. ft., is poised to revolutionize the way customers interact with electrical appliances and solutions.

At the core of this endeavor lies Havells' unwavering commitment to innovation and customer satisfaction. The store offers the most extensive range of products under one roof, positioning itself as the ultimate one-stop destination for all electrical needs. From cutting-edge home appliances like Lloyd air conditioners, washing machines, and televisions to advanced industrial equipment such as crane duty pumps, heavy-duty fans, switch gears, and control gears, to a comprehensive array of consumer products including fans, lighting, switches, hairdryers, and air coolers – the Havells Flagship Store has it all.

The standout feature of this exceptional hub is an impressive 24x24 ft LED Screen, a sight that commands attention from up to a kilometer away on Gurgaon's iconic Golf Course Route. This massive screen not only grabs the consumer gaze but also serves as an invaluable window into the world of Havells products. Customers can expect an extensive product range, expert guidance, and an unmatched visual experience that completely transforms the shopping journey.

Commenting on the launch **Mr. Anil Rai Gupta, CMD, Havells India** said *"We are delighted to unveil Havells flagship store in Gurgaon, a profound embodiment of our dedication to innovation and customer satisfaction. With this launch, we are attempting to advance towards serving end users directly by creating an interactive and informative purchasing experience for them"*.

Havells flagship store goes beyond being a mere retail establishment; it encapsulates an immersive insight into the realm of electrical solutions within our beloved Millennium City of India. It symbolizes Havells' unwavering commitment to forging a technologically advanced future for the entire nation. Step into a realm of innovation, diversity, and uncompromising quality at the Havells flagship store in Gurgaon, where the future of electrical goods converges with the present.

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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