

Lloyd launches “Grande Heavy-Duty AC”

Hyderabad, February 4th, 2020: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) and consumer durable company today announced the launch of **Grande Heavy-Duty Air Conditioner** from Lloyd. The flagship product designed for the upcoming summer season was unveiled at the Pai International Store, Panjagutta in Hyderabad today. The flagship new model comes with advanced Heavy Duty Duo compressor providing comfort even in the harshest summers of 60°C outside temperature. To add to comfort of consumer, its 15m long air throw along with Smart Four-way swing, the AC provides cooling in every corner of the room.

The Grande Heavy-Duty AC series improves the room air quality with its unique elements: Nano Silver Anti-Bacterial Eva Coils, Catechine Coated Dust Filter and Green Bio Air Filter giving the occupants of room healthy and purified air to breathe. Bringing smart connectivity at the consumer’s fingertips, the product offers advanced features such as Wi-Fi and voice-based connectivity with Smart speakers like Amazon Alexa, Google Home. The Heat Exchanger coil (the heart of the AC) is made of 100% inner grooved copper tubes with corrosion resistant coating making the air-conditioner more efficient and durable against rain, dust & other corrosive elements in the air found in high humid coastal areas. Designed & developed in-house by its own R&D facility & state-of-the-art manufacturing unit at Ghiloth, Rajasthan, the Grande Heavy-Duty series attests to Havells’ vision of Make in India, world-class products to Indian consumers. The newly launched Grande Heavy-Duty AC is available in 1 Ton and 1.5 Ton configuration in Inverter & Fixed Speed with 3 Star and 5 Star ISEER Ratings for the year 2020.

Speaking on the occasion, Anil Rai Gupta, Chairman & Managing Director, Havells India Limited, said, *“Telangana and AP is a strategic market for Havells and we are confident that our new flagship series will strengthen the brand presence of Lloyd here. Today, Lloyd has positioned itself as one of the Top 3 brands in air-conditioner segment with its continued focus on innovation and superior customer experience. This reflects in the new series as well which comes with advanced features and brings an new-age ownership experience for the user. Designed and manufactured domestically, it augments our ‘Make in India vision’ further.”*

Commenting on the launch, Shashi Arora, CEO, Lloyd said, *“The new series brings state of the art technology with superior performance to consumers. The product designed considering the extreme & varied Indian conditions provides relentless efficiency and ease of use, keeping everyone cool and comfortable even when there are peak temperatures outside. Lloyd has always enjoyed steady growth in Telangana and AP and with this new launch, we look forward to further strengthening our brand equity here”.*

The variants of Lloyd Grandè Heavy Duty AC Series include– 6 models 10 years warranty on inverter compressor and additional 4 years comprehensive warranty.

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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, LED TVs, Washing machines and Refrigerators. Havells acquired Lloyd in May 2017. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers, 485 authorized service centres and 31 company owned service centres.

ABOUT HAVELLS

Havells India Ltd is a leading FMEG company (Fast moving electrical goods) with presence across India. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables& Wires, Motors, Fans, Power Capacitors, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Crabtree and Standard. With 43 branch offices and over 4000 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, Guwahati and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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