

## Havells partners with Celebrity Stylists to host virtual grooming sessions amid ‘the new normal’

**New Delhi, 17<sup>th</sup> July 2020:** Havells India has announced its 7-week campaign on self-grooming with leading celebrity hair stylists to reach out to its style-savvy consumers. The campaign titled #schoolofgrooming aims to enlighten the participants with various aspects of self-grooming amid the ‘New Normal.’

The campaign features 4 celebrity stylists including Jawed Habib, Ambika Pillai, Sanky Evrus and Pompy Hans who will share their perspective on various themes such as styling at home, work from home styling, tips and tricks for monsoon styling and myths around styling tools. The individual sessions scheduled between 11<sup>th</sup> July to 31<sup>st</sup> August 2020 will be conducted live on Havells’ social media platforms. The first live session hosted by renowned hair expert Jawed Habib scheduled on 11<sup>th</sup> July received massive traction on Facebook with more than 480K views in just 3 days. Themed ‘[Styling at Home 101](#)’, the participants learned the basics of the styling and grooming for both men and women.

Commenting on the initiative, **Mr. Ravindra Singh Negi, President – Electrical Consumer Durables, Havells India** said, “ We are pleased to announce the virtual sessions at a time when customers are in need of professional grooming advice amid the pandemic situation. With various services being inaccessible, online education on self-care is an important step towards building self-esteem and confidence for customers.

*With the new brand campaign #schoolofgrooming and leading industry experts as the face, we want consumers to take charge of their looks and own their style with confidence. The idea is to cater to the evolving tastes of our target consumers and stay ahead with latest grooming trends.”*

The next session of the campaign is planned with award winning celebrity stylist Ambika Pillai on the theme ‘Style Hacks for Monsoon’ which will go live on [Instagram](#) on the 20<sup>th</sup> of July. Let’s have a quick look on all the sessions :

| #Schoolofgrooming |                            |                                 |
|-------------------|----------------------------|---------------------------------|
| Stylist           | Theme                      | Date and Time                   |
| Jawed Habib       | Styling at Home 101        | 11 <sup>th</sup> July at 12 PM  |
| Ambika Pillai     | Style Hacks for Monsoon    | 20 <sup>th</sup> July at 6 PM   |
| Sanky Evrus       | Myths Around Styling Tools | 22 <sup>nd</sup> August at 6 PM |
| Pompy Hans        | Work from Home Looks       | 31 <sup>st</sup> August at 6 PM |

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### About Havells

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, 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, LED Television, Washing Machine, Air Conditioner and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Crabtree, Standard and Lloyd. With 39 branch offices and over 6500 professionals Havells has achieved rapid success in the past few years. Its 14 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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