

## Havells launches a new fan campaign, urges consumers to #LookUp

**National, 20th March 2023:** Extending its iconic Hawa Badlegi campaign thought, Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) Company unveils its latest ad campaign for its fan business urging consumers to #LookUp. The new campaign showcases Havells journey of being at the forefront of innovation and delighting consumers. It highlights how the brand has established itself as a brand consumer 'look up' to.

Conceptualised and created by Mullen Lintas Delhi, the campaign is a montage representing Havells legacy and stitches different situation where consumers look up to their fans – be it for wide air-throw, premium aesthetic designs, Smart Sense technology or energy saving.



The brand resonates with the thought that whenever the consumer felt the need to experience something new from their fans, they have looked up to Havells, a brand that has always delivered industry best experience.

Commenting on the campaign, **Mr Rohit Kapoor, EVP – Brand Marcom, Havells India** said, *“Over the years, we have come a long way in becoming the preferred brand for our customers. The campaign is another step towards creating remarkable storytelling of our brand journey to establish how Havells Fan has played a key role in responding and pre-empting changing needs of evolving customers. We are confident that this new campaign through powerful messaging around ‘Look Up’ will bring alive our brand legacy and reinforce the stature that Havells enjoys in the fan category.”*



Talking about the campaign, **Mr. Saurabh Sinha, Vice President, Havells India**, said, *“We are extremely excited and proud as we celebrate 20-year legacy of our fan business in India. Being a trusted name, Havells enjoys a strong presence in the fan category with its constant progression and focus on driving innovation. From smart sense technology to stunningly designed fans, or BLDC technology, Havells has introduced innovative offerings to enhance customer experience. This campaign gives a unique touch to our product story telling bringing alive the ‘technology and innovation’ narrative through its core message ‘Look up’.”*



Commenting on the creative thought, **Garima Khandelwal, Chief Creative Officer, Mullen Lintas** said, *“With this campaign, we create a dialogue that builds stature and brings forth the category first innovations the brand has fronted by speaking about its legacy. “Look up” very effortlessly sets Havells as the market leader, and how we have always set newer benchmarks for everyone else to catch up. While energy savings is the core proposition, we wanted to land that to build preference in the consumer’s mind on the back of the credentials we have in the last 2 decades.”*

The 360-degree campaign is live and promoted across all mediums – Television, Digital, Print, Outdoor and BTL and retail visibility. It will be aired on major GEC, movie, news, and regional channels across the country. Access the campaign [here](#).

Havells has the most modern manufacturing plant for fans in Haridwar, Uttarakhand. It is India’s first and largest fully integrated, state-of-the-art manufacturing plant where all categories of Fans including ceiling, table, wall, exhaust & pedestal are manufactured under one roof. The current production capacity of the plant is more than 10 million fans annually. The plant is equipped with ‘state-of-the-art’ technology including automated CNC machines for end covers, computerized conveyor assembly line and testing facilities.

### Campaign Credits:

<b>Client</b>	Havells India
<b>Client Team</b>	Rohit Kapoor, Saurabh Goel, Arunima Yadav and Pranav Gupta
<b>Creative Agency</b>	Mullen Lintas
<b>Chief Creative Officer</b>	Garima Khandelwal
<b>Head of Office, Mullen Lintas Delhi</b>	Sunil Manhas

### 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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