

Havells reaffirms commitment to 'Make in India'; launches innovative range of Switchgear products in Telangana and Andhra Pradesh

- *Becomes first company in India to manufacture Automatic Changeover with Current Limiter or ACCL*
- *Also adds made-in-India MCBs and RCCBs under "EURO II" series in its portfolio*

Hyderabad, October 13th, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today announced its strategy to further strengthen its presence in Telangana and Andhra Pradesh with the launch of innovative switchgear products like Automatic Changeover with Current Limiter or ACCL, MCBs & RCCBs.

In today's world, the consumers are becoming increasingly conscious regarding the safety of electrical products and prefer to buy branded switchgear, which safeguards their electrical & electronic devices and prevents short circuit that may even pose threat to life. Havells ACCL prevents the problem of power instability and inefficient rationalized power distribution. It is a fully automatic high precision microcontroller based 'Source Changeover' device that offers easy and 'controllable' changeover between main power supply and generator supply, and helps in overcoming the problem of increased downtime and disruption in key activities.

With the launch of ACCL, Havells has become the first organized sector company to manufacture Automatic Changeover with Current Limiter (ACCL) in India.

The company also added made-in-India MCBs and RCCBs under the Euro-II series in its portfolio, which have been developed keeping in mind the safety of new age consumers. The consumers typically use multiple appliances these days that often overload the wiring system. This series has been completely designed and developed by the R&D team of Havells India. The series not only provides protection against overload, short circuit and electric shock (earth leakage) but it has also been designed as one of the most user friendly Circuit Breakers available in the country in line with global specifications. The new range is being manufactured at the company's state of the art Switchgear plant in Baddi, Himachal Pradesh.

Speaking at the occasion, Mr. AV Jagdish, Vice President and Head of Switchgear Segment, Havells India Limited, said, "The launch of innovative range of switchgear products is a part of our overall growth strategy to not only strengthen our presence in the Indian Switchgear Industry but also fortify India's position in areas of innovation, manufacturing, and technological advancement. This is yet another testimony of our efforts to launch ground breaking and energy efficient products on the back of our strong in-house R & D set up and world class manufacturing capabilities. We will continue our efforts to launch more innovative products, which are in line with customer requirements and in complete sync with today's life style".

India's organized domestic switchgear market is estimated to be Rs.2100 - 2200 crore per annum for FY15-16. Havells continues to retain its No.1 position in the category with market share of about 28% with a pre-eminent position in both industrial and domestic switchgear categories.

ABOUT HAVELLS

Havells India Ltd is a \$1.4 billion FMEG company (Fast moving electrical goods) with a strong global footprint. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, CFL Lamps, 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 global brands like Crabtree, Sylvania, Concord, Luminance and Standard.

With 91 branches / representative offices and over 6500 professionals in over 50 countries across the globe, the group has achieved rapid success in the past few years. Its 12 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar, Neemrana and 8 world class manufacturing plants located in Europe (UK, France, Belgium, Germany), Latin America (Costa Rica, Colombia), Africa (Tunisia) and China are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

Havells is a name synonymous to excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to serve its customers. It has earned a number of international certifications including CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) for its various products.

For more information please contact:

Havells India Limited
Amit Sharma
Ph: +91 9911236700
Email: amit1.sharma@havells.com

Fortuna PR
Vishal Kumar
Ph: + 91 9885585802
Email: vishal@fortunapr.com