

Havells India Strengthens Customer Service

Opens first ever dedicated Customer Service Call Center in the industry for Southern States; to offer service within 24hrs- 48hrs

- *Launches new switchgear products*
- *Becomes first organized sector company in India to manufacture Automatic Changeover with Current Limiter or ACCL*
- *Adds made-in-India MCBs and RCCBs under "EURO II" series to its portfolio*
- *Aims to expand revenue from the state to Rs. 450 crore by end of the fiscal*

Chennai, Nov 5th, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today launched Industry's first ever customer service call center dedicated to Southern states- Tamil Nadu, Kerala, Andhra Pradesh, Telangana and Karnataka. The call center will be based in Chennai and would offer assistance to customers in local language for greater convenience. This will also help the company to resolve customer complaints better.

Havells is the only company in the country to offer door step service for all its products (excluding CFL and LED). The company has 6 spare parts hubs and over 700 service engineers/technicians serving customers in the Southern region. It is the only company in the industry to deploy intelligent call system that automatically recognizes the origin of the call and offers respective language option as the preferred one. The company offers its call center service in 9 languages namely Hindi, English, Marathi, Gujarati, Bengali, Tamil, Kannada, Malayalam and Telugu.

The company also launched a range of innovative switchgear products like Automatic Changeover with Current Limiter (ACCL) and new generation Circuit Breakers (MCB/RCCB) that are designed, developed and manufactured in India. The company already is a market leader in domestic switchgear business in the country with over 28% market share.

Havells ACCL 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. Havells is also the first organized sector company in India to manufacture ACCL.

Over the years, consumers' expectations grew by leaps and bounds but switchgear sector has continued to use technology developed in 70s & 80s. To bridge this technological gap, Euro II series of Switchgear has been completely designed, developed and manufactured in-house and addresses requirements of modern day consumer. Consumers typically use multiple appliances these days that often overload the wiring system. Euro II series not only provide protection against overload, short circuit and electric shock (earth leakage) but it is also one of the most user friendly Circuit Breakers available in the country in line with global specifications. The entire range of Euro II switchgears would be provided to consumers at no extra cost.

Speaking at the occasion Mr. AV Jagdish, Vice President, Havells India Limited said, "Introduction of South specific customer care call center is a pioneering step in the industry. This will not only provide greater convenience but will also lead to higher customer satisfaction. We would like to serve all our customers irrespective of location within 24 hours."

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He further added, "The launch of innovative range of switchgear products once again reinforces our philosophy to offer innovative, highly reliable and user friendly products to our existing and prospective customers. It also highlights 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."

The company has a strong presence in Tamil Nadu with a network of over 600 dealers and distributors in more than 80 cities across the state and plans to increase its direct presence to around 130 towns. At present, the company has 37 galaxies and plans to launch 50 more galaxies by end of current fiscal. Through its dedicated efforts in the state, Havells targets total revenue of Rs. 450 cr by 2016. The company is also planning to expand its reach to Tier 2/3 cities and towns and increase the retail network.

India's organized domestic switchgear market is estimated to be around Rs.2100-Rs.2200crs in the FY15-16. The company is already a market leader in domestic switchgear business in the country with over 28% market share.

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.

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