



Standard Launches 'Standard Gallery' in Gorakhpur; xx in the State *Exclusive retail store to meet all the electrical needs of consumers under one roof*

Gorakhpur, 18th Nov, 2016: Standard Electricals Ltd, a well-known brand of Havells, today inaugurated its exclusive retail showroom 'Standard Gallery' in the city of Gorakhpur at Kuraghat. This is the xyz Standard Gallery in the city and xx in the state and the Gallery was inaugurated by Mr. Yogesh Kumar Saxena, AGM - Havells India Ltd. The company has around xx Standard Galleries across India.

'Standard Gallery' will offer people of Gorakhpur an end to end solution to all electrical needs from the time electricity enters home to the light output. It offers a wide range of stylish & high quality and energy efficient electrical equipment including Industrial Switchgears, Modular Switches, Cables, Fans, etc.

Most of the electrical products from Standard Electricals today are part of the home décor and reflect an individual's personality and lifestyle. Today, customer involvement is much higher in selecting various electrical products and they are continuously looking for better ambience and convenience. Keeping in mind the ever changing requirements of the customers, 'Standard Gallery' was conceptualized.

Expressing happiness over the opening of xyz 'Standard Gallery' in Gorakhpur, Mr. xyz said, "The Gallery symbolizes Standard's innovative leadership position in the Electrical and Power Distribution equipment market. It will serve to provide an array of electrical appliances and consumer products, all created to adhere to the demands of modern living. The products we are offering combine the attributes of elegance, technological advancement and convenience in one".

"The concept of Standard Gallery, a One Stop Shop is dynamic and differently positioned from the retail format existing in the country and we are glad to serve end-users directly through this initiative of ours", he added.

Standard has been operating and marketing its products in UP for the past many years and this is the xx gallery of Standard in the State. The business of Standard in UP has shown an upward trend in terms of turnover and within a short span of time, the company has entrenched itself to become the most preferred brand in the electrical equipment industry.

It's a great way to shop for all your lighting and electrical needs!!!

About Standard

Standard is part of India's leading Fast Moving Electrical Goods (FMEG) Company, Havells India Ltd. Standard offers a wide range of products which includes highly differentiated domestic & industrial products such as MCBs, RCCBs, Distribution Boards (DBs), ACBs, MCCBs, RCBOs Changeover Switches, Switch Disconnectors, Fuses (SDFs), HBC Fuses, Modular Switches, Copper Flexible Cables etc. Applying the same technological expertise, Standard has started manufacturing premium range of ceiling fans, table-fans, wall-mounted fans, pedestal fans and domestic exhaust fans.

Standard has been serving the Indian customers with superior quality products for over five decades. Over the years, Standard has proved itself as a key player in the switchgear market of the country by constantly creating innovative solutions and upgrading its product ranges to meet the ever-changing demands of various segments of customers.



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