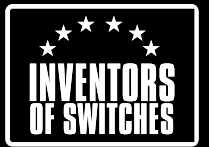




HAVELLS
Crabtree



APOGEE

Pinnacle of Perfection

ABOUT US

Redefining the modern homes with innovation and excellence

Havells is at the forefront of transforming modern living spaces by offering innovative solutions that elevate everyday experiences. With a deep understanding of consumer needs, the company has expanded its footprint across every aspect of home life, creating environment that are not only functional but also comfortable, stylish, and future-ready. To make these solutions accessible, Havells leverages an extensive distribution network encompassing 18,000 dealers, over 1,000 exclusive brand stores, intensifying presence in modern retail, e-commerce and quick commerce.

The company's portfolio includes power brands like Havells, Havells Crabtree, Lloyd, REO, Havells Studio, and Standard each designed to cater to the unique demands of today's consumers.

Anchored in the 'Make in India' initiative, Havells operates 16 cutting-edge manufacturing facilities across India, producing 90% of its products in-house. At the forefront of Havells product evolution lies its Customer Experience & Designs (CXD) Studio, where creativity and user-centric design converge. This is complemented by its Centre for Research & Innovation (CRI), supported by four advanced R&D centres, enabling Havells to consistently deliver products that are both functional and visually compelling.

Driven by a commitment to innovation, quality, and design, the company also upholds sustainable practices throughout its operations, including eco-friendly manufacturing processes and energy-efficient product design, contributing to a greener and more sustainable future.



CORPORATE OFFICE, NOIDA



State-of-the-Art Manufacturing Unit



Customer Experience & Design



Industry 4.0 Process



Center For Research & Innovation

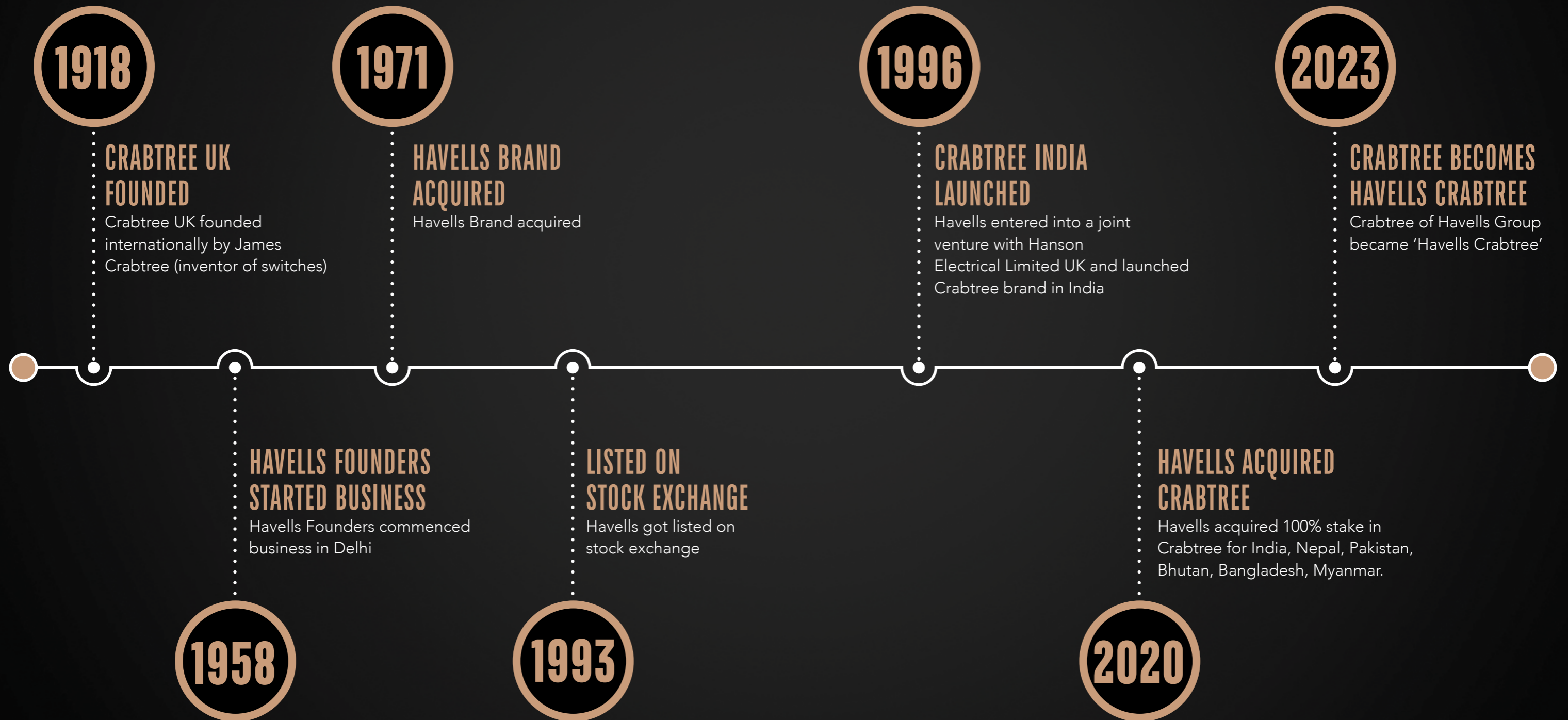
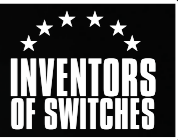
16 Manufacturing Units

~18000 Strong Dealer Network

4 Research Centres

48 Offices

HISTORY OF EVENTS AT HAVELLS





HAVELLS CRABTREE APOGEE SERIES

A testament to
unparalleled elegance

Embrace the pinnacle of true luxury with Havells Crabtree Apogee - where elegance finds its perfect match. Defined by the highest point of a peak, Apogee is the culmination of perfection and class. Apogee Series is the ultimate choice, transforming everyday spaces into extraordinary experiences. The exclusive finish and out-of-the-world designs make Apogee a statement of luxury. It is made to ensure safety and is crafted to last longer than ever. It is more than a functional accessory that embodies timeless style and exceptional elegance.



DESIGN PILLARS

Inspiration

Apogee is the pinnacle of luxury that transforms any space into a statement of sophistication. Each piece showcases exquisite designs, premium materials, and artisanal craftsmanship, all culminating to elevate interiors into realms of unparalleled refinement.

Sophistication

An inspiration for and by the design connoisseurs, Apogee heralds the beginning of a sophisticated new aesthetic for your space. It is a simple design that speaks of striking beauty and sets a new standard in sophisticated design, making every space around you effortlessly elegant.

Smart Tech

The Apogee collection uniquely combines innovative connected technology with aesthetic appeal. It's the perfect fusion of "beauty and brains", making your smart homes, smarter. With advanced innovative mesh-connected modules, you can easily automate your lighting, fans, curtains, and much more.

Lasting Performance

Built for longevity and peace of mind, the Apogee range utilises advanced materials and robust construction to ensure lasting performance. Featuring high-temperature fire-resistant materials, the design of our mechanical switches and sockets guarantees safety for your loved ones.

DECORATIVE OUTER PLATE

Robust Zinc Die Cast Metal plates with advanced PVD plating in Rose Gold/Black Chrome finish. Attractive Satin finish inlay with unique pattern to match modern decor.

INNER PLATE

Special inner grid sandwich plate for corrosion resistance and electrical safety.



INTERMEDIATE PLATE

Advanced Engineering grade PC material for easy locking and electrical safety.

THE TECH

BEHIND APOGEE SWITCHES AND PLATES

Advanced high-temperature fire resistant materials used for peace of mind and reliability.

APOGEE SATIN SERIES

The Apogee Satin switch plates are the epitome of sophisticated design and unparalleled elegance. With a luxurious satin-finish faceplate, these switch plates combine sleek style with exceptional durability. Available in a range of refined colours and designs, Apogee Satin switch plates add a touch of elegance to any interior, enhancing both aesthetics and functionality with their timeless appeal.



APOGEE SATIN SERIES



PEARL WHITE
with rose gold frame



MARBELLO WHITE
with rose gold frame



OCEAN GREY
with black frame



SILVER STREAK
with black frame



PEARL WHITE WITH ROSE GOLD FRAME

The Apogee Pearl White Switch plates, elegantly framed in rose gold, embody the gentle radiance of dawn. Their smooth, luminous surfaces capture the purity of pearls, infusing each room with a serene touch of light and tranquility, creating an inviting ambience.



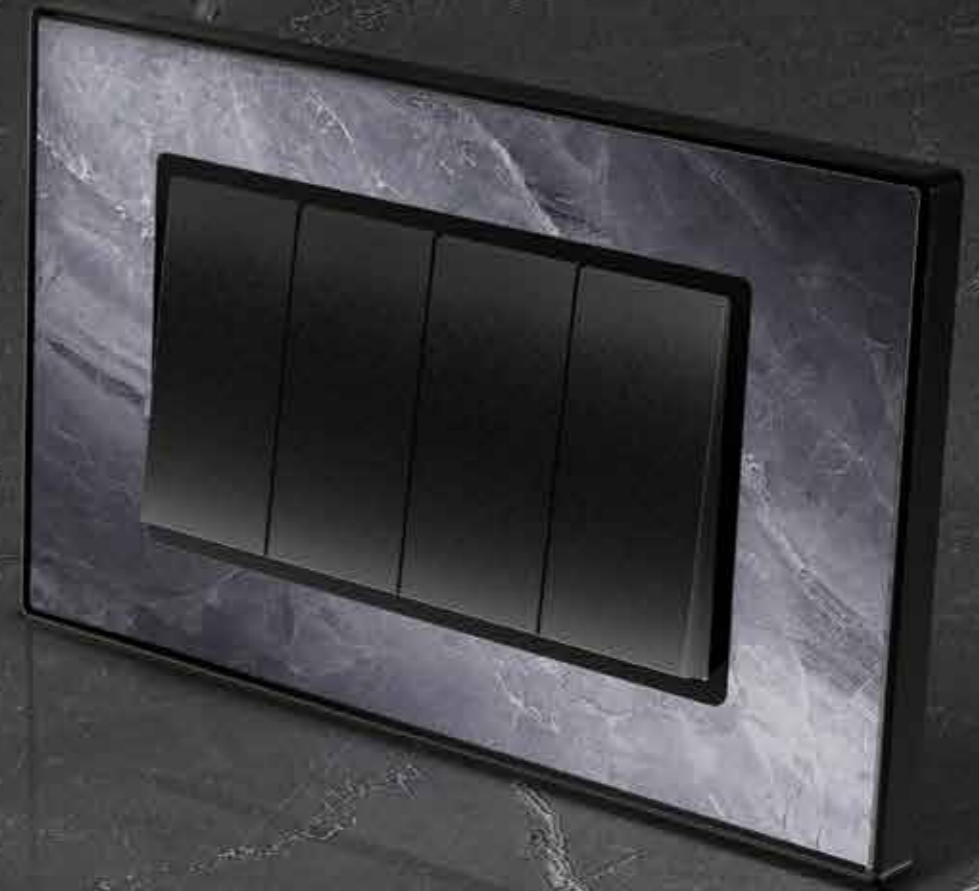
SILVER STREAK WITH BLACK FRAME

The silver streaks capture the everlasting brilliance of lights, bestowing a sense of elegance and dynamism to any space. They evoke the powerful beauty of a stormy sky, transforming the atmosphere with their striking presence.



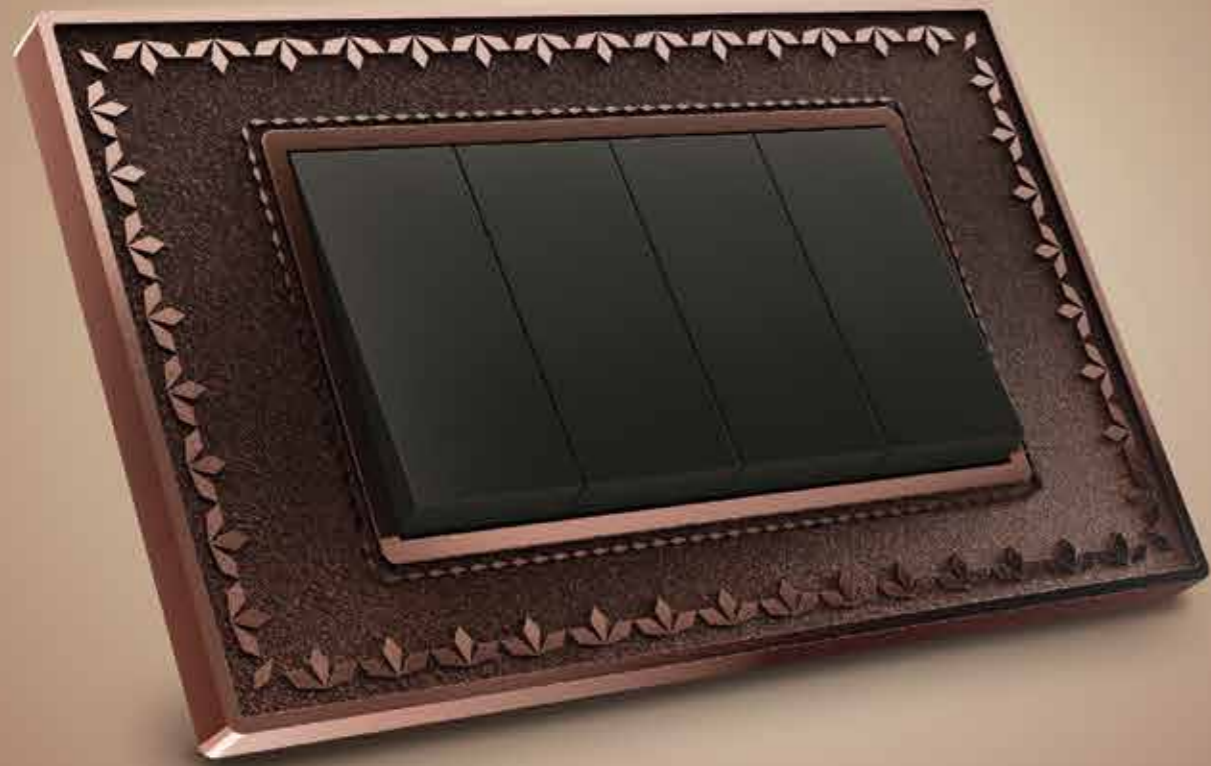
MARBELLO WHITE WITH ROSE GOLD FRAME

The Marbello switch plates, elegantly framed in rose gold, showcase the true beauty of Italian marble. The exquisite allure of Italian beige marble infuses any home with a touch of timeless elegance, creating a sophisticated ambience.



OCEAN GREY WITH BLACK FRAME

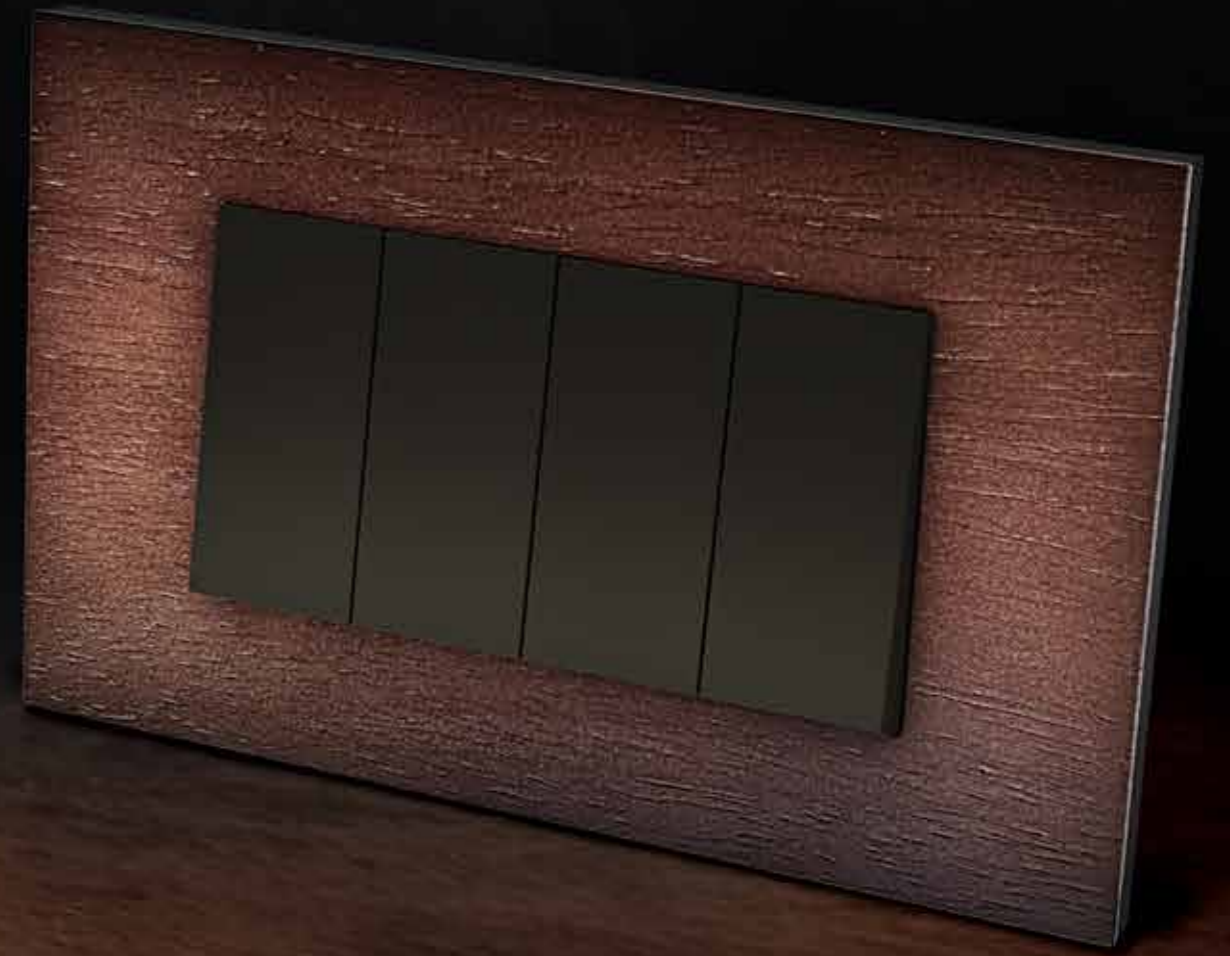
The Apogee Ocean Grey switch plates, elegantly framed in black, embody the call of the sea. Their cool, sleek finish reflects the serene yet powerful beauty of the ocean. With deep grey tones that evoke the mystery and immensity of the water, these plates symbolise the strength and tranquillity of the depths of the ocean.



APOGEE ETHNIC SERIES

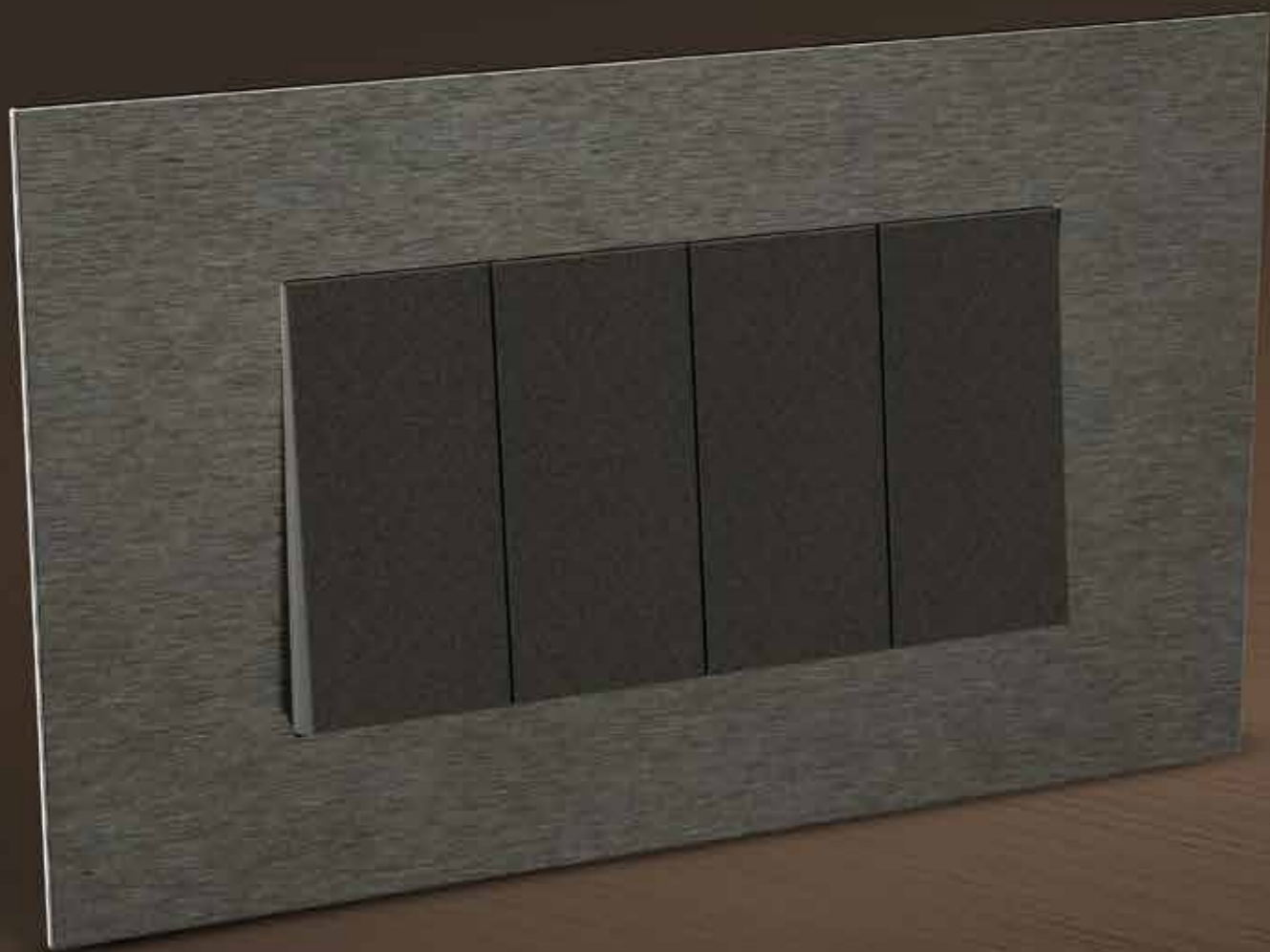
These switch plates are a testament to timeless artistry, thoughtfully adorned with intricate motifs and rich, vibrant hues that reflect a deep cultural legacy. These carefully crafted designs not only celebrate the beauty of tradition but also infuse every space with a unique sense of heritage. With their unparalleled craftsmanship, they bring a refined touch of history and artistry to any space, elevating its character and charm.

APOGEE WOOD SERIES



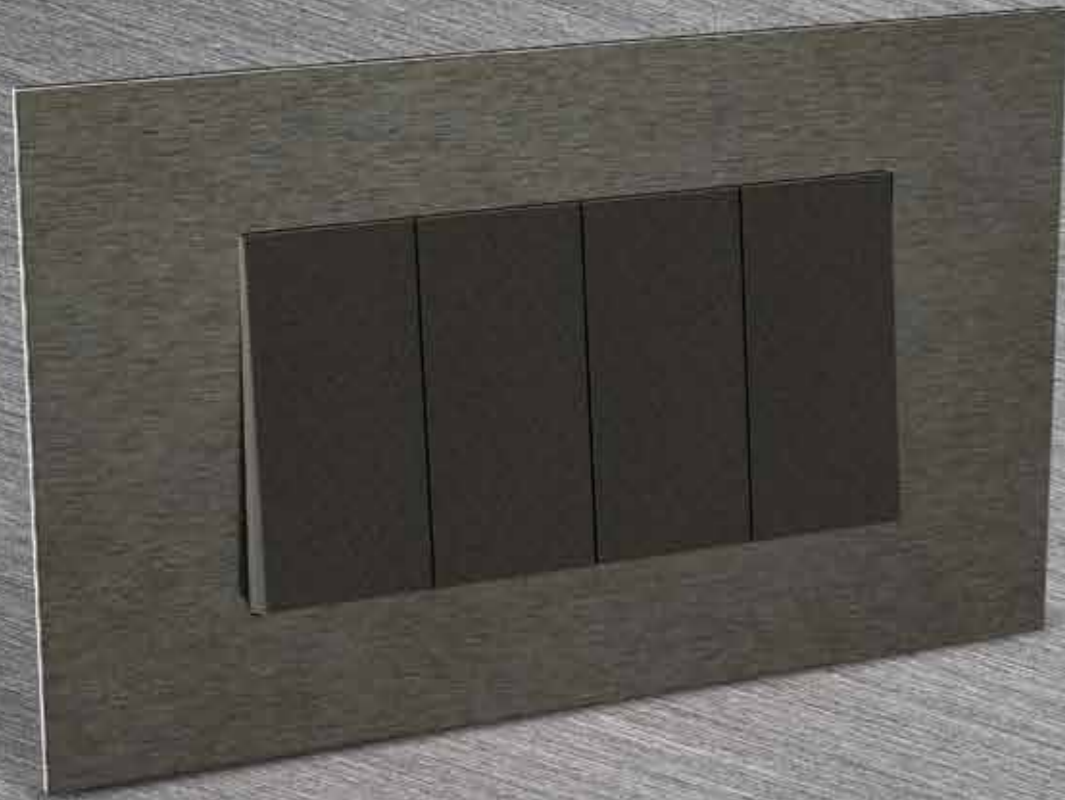
WENGE TEAKWOOD

The Apogee Wenge Teakwood switch plates, with their striking grain and polished finish, provide a perfect contrast to the room's minimalist design. Carefully crafted to highlight the rich, natural beauty of Wenge Teakwood, these switch plates bring a touch of warmth and texture, adding depth and character to the space. Their refined design seamlessly integrates with modern and classic interiors, making them a distinctive and elegant choice.



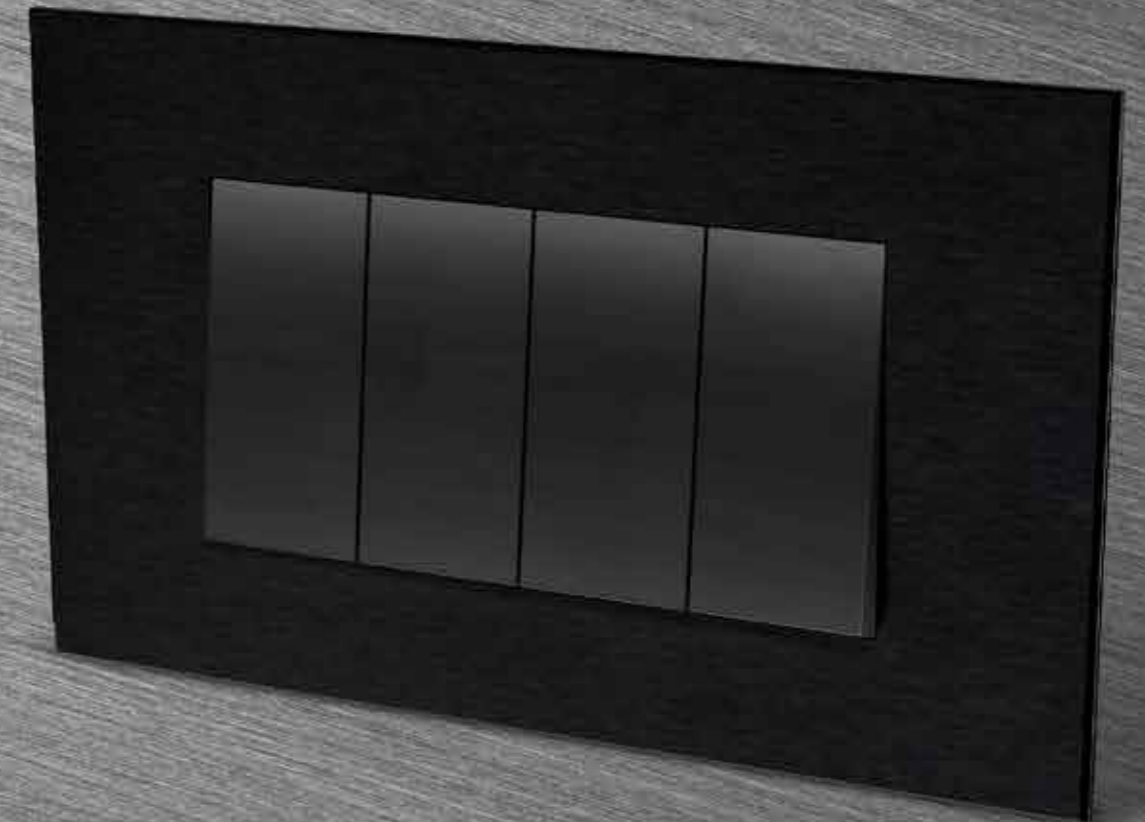
APOGEE METAL SERIES

Apogee Metal switch plates offer a sleek and contemporary way to elevate the look of any interior. Crafted with high-quality metal finishes, these switch plates bring style and function to modern spaces. Available in two stunning variations, Brushed Black and Brushed Brown, each plate offers a unique aesthetic while maintaining a minimalist design that complements a variety of interiors.



BRUSHED BROWN METAL

The Brushed Brown Metal switch plates embody refined elegance with rich, earthy tones that evoke a sense of natural beauty and tranquillity. Their meticulously brushed finish captures light in a soft, captivating way, infusing the room with a sophisticated, organic charm. With timeless appeal, they add both depth and warmth, seamlessly blending understated luxury and versatility to complement a wide array of interior styles.

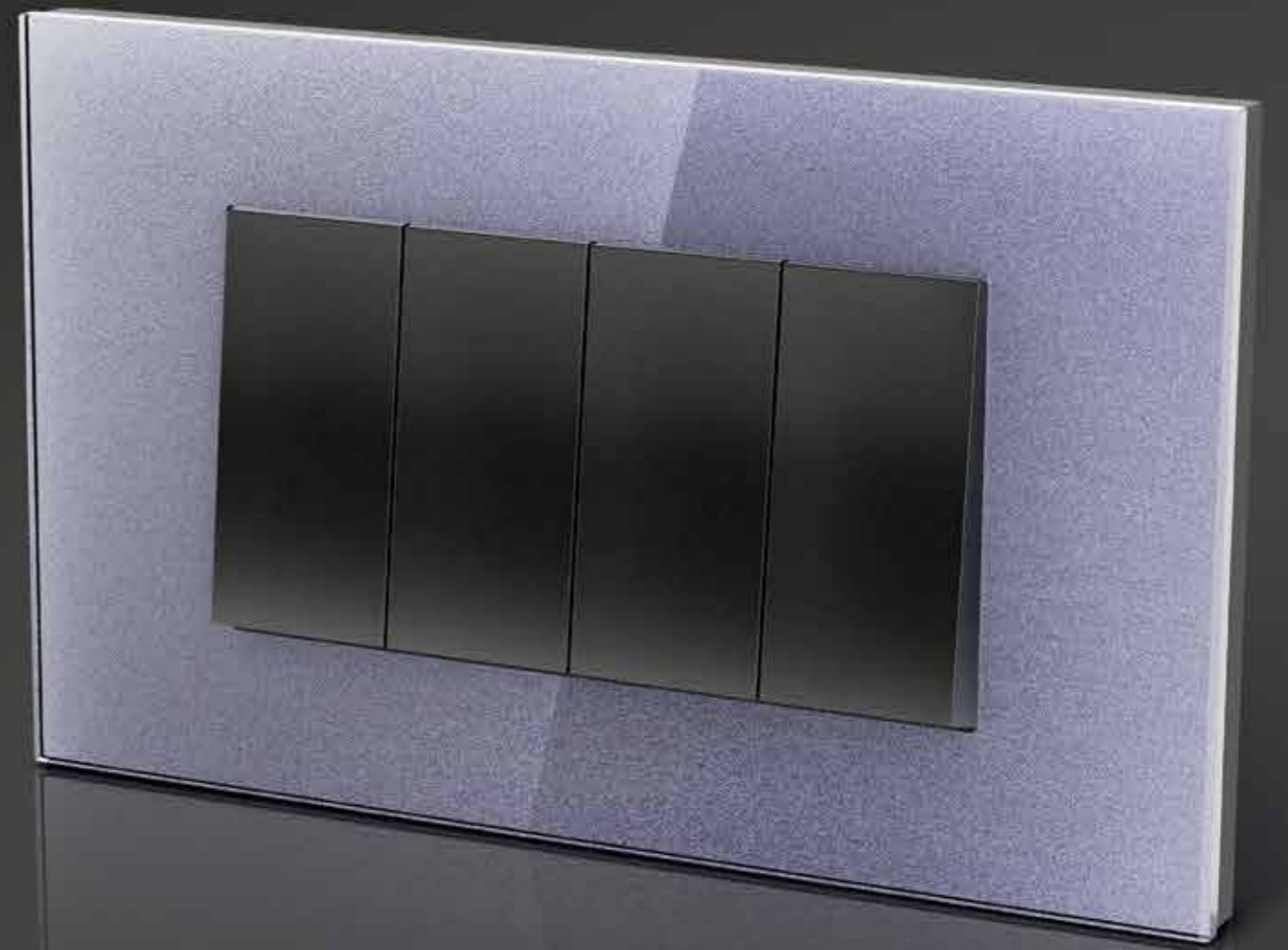


BRUSHED BLACK METAL

These switch plates offer an elegant and contemporary option for any interior, seamlessly blending modern aesthetics with understated sophistication. With their minimalist design and subtle textured finish, they add a refined touch that complements a variety of decor styles, offering both style and functionality in one sleek package.

APOGEE GLASS SERIES

These Glass switch plates transcend the ordinary, becoming a hallmark of luxury. It embodies the pinnacle of sophisticated design and artisanal craftsmanship. Its lustrous surface, masterfully engineered to reflect light with subtle brilliance, imbues every space with an understated warmth and opulent allure. As a centerpiece of modern luxury, it harmoniously blends timeless elegance with precision, elevating interiors into realms of unparalleled refinement.





APOGEE GLASS SERIES



GRANITE BLACK



MARINE GREEN



PEARL WHITE



SOFT LILAC



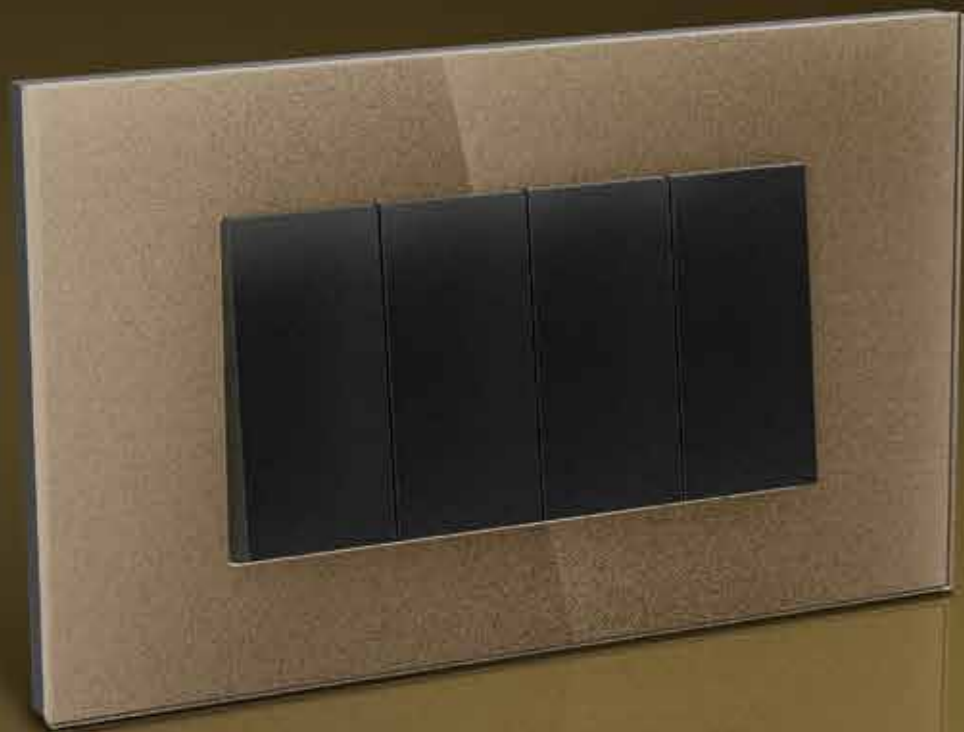
SOFT SHIMMERY
SILVER GREY



GLITTERY
GOLDEN BEIGE

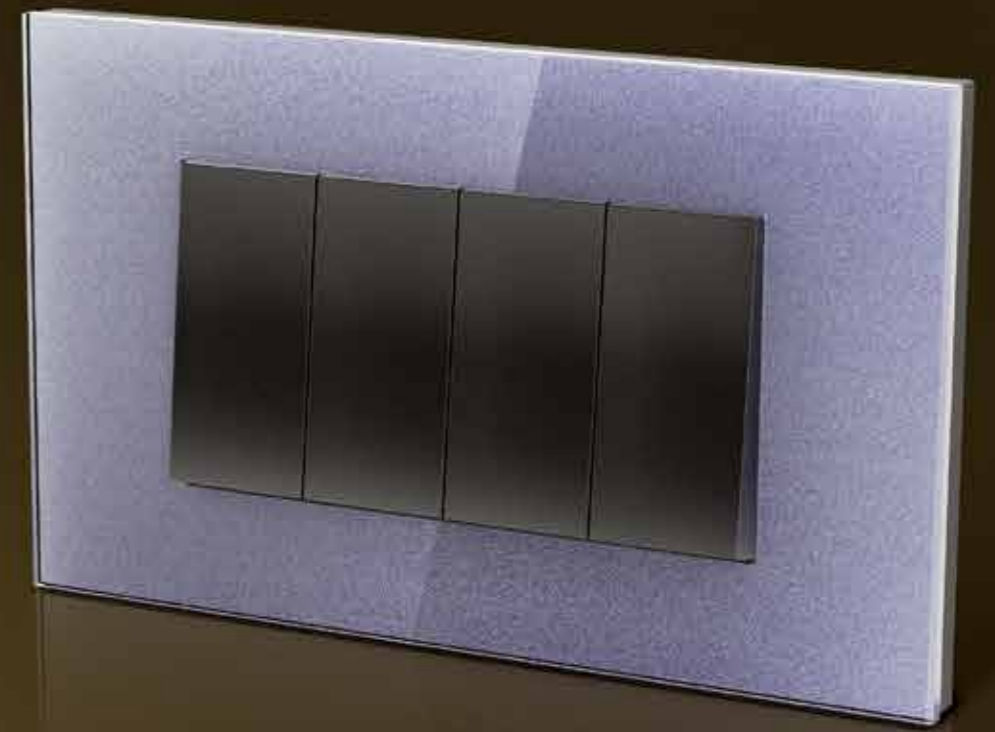


EDGE BLACK



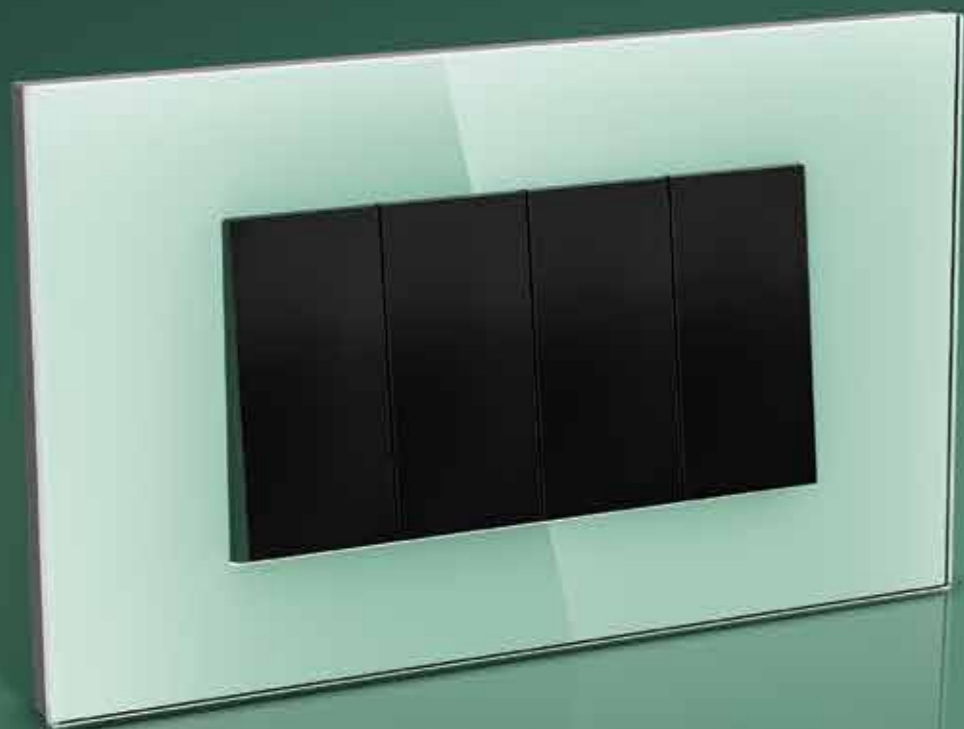
GLITTERY GOLDEN BEIGE

The Glittery Golden Beige switch plate is a masterpiece of understated luxury, transforming any space with its radiant shimmer. Its luminous surface captures light with a refined glow, imbuing the room with a sense of warmth and sophistication while making an elegant statement of style and grace.



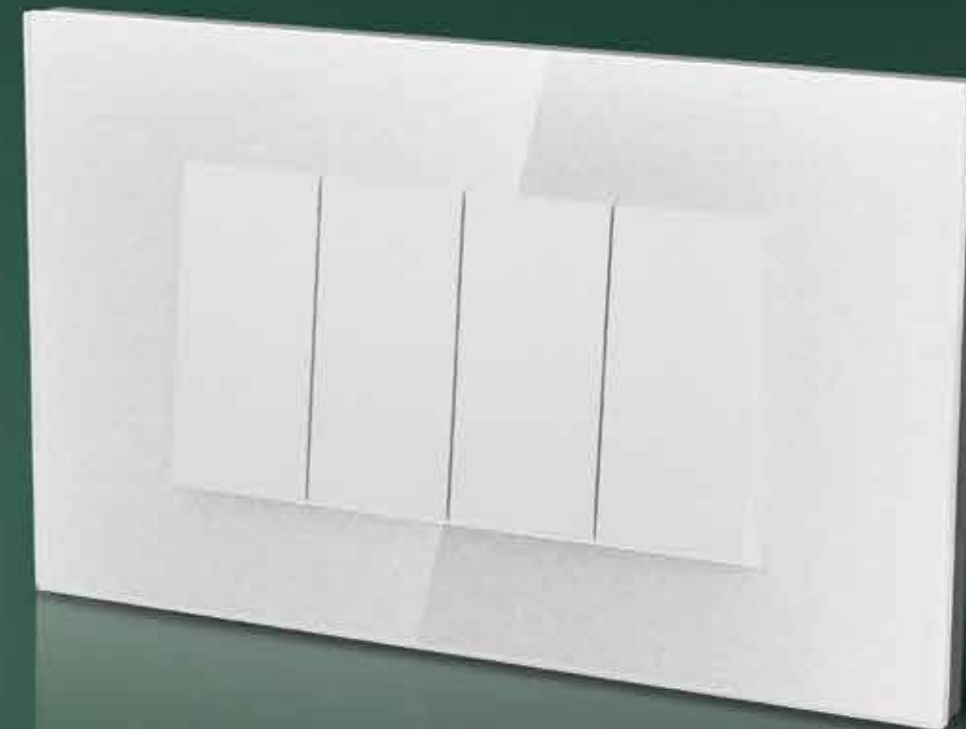
SOFT LILAC

The Soft Lilac Glass switch plate introduces a touch of delicate charm and understated elegance to any space. Inspired by the ethereal beauty of lilac blooms at dawn, its serene hue evokes a calming aura. Paired with a sleek, polished glass finish, this switch plate strikes a perfect balance between sophistication and tranquility, serving as a graceful accent for both contemporary and classic interiors.



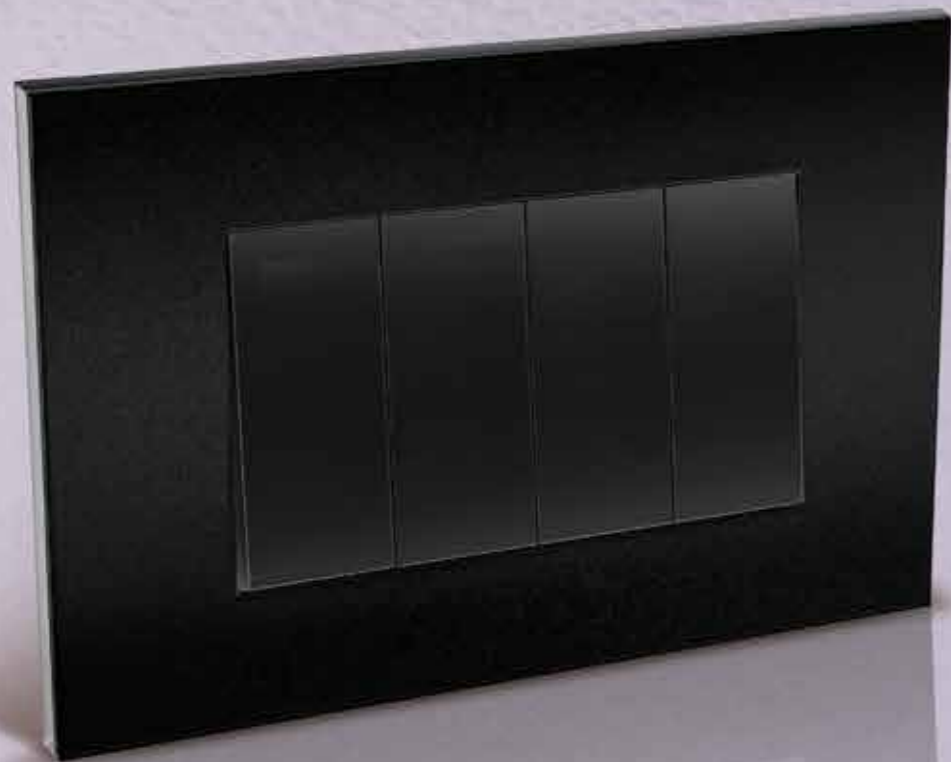
MARINE GREEN

The Marine Green Glass plate evokes the serene beauty of the sea, with its deep, calming hues and luminous, flowing patterns. More than a functional accessory, it serves as a gateway to the ocean's tranquillity, infusing any space with an air of refined sophistication and natural elegance.



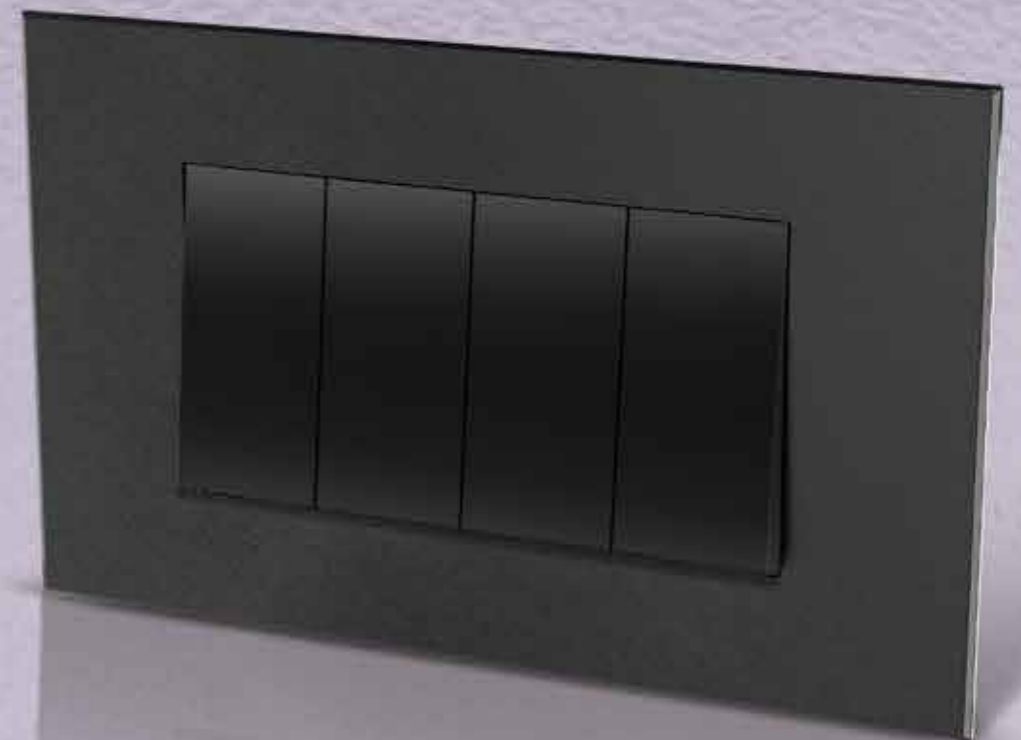
PEARL WHITE

A vision of purity and luxury, the Pearl White Glass switch plate draws from the timeless allure of pearls. Its smooth, glossy surface and luminous white hue create a harmonious balance of grace and sophistication, transforming any space into a sanctuary of refined beauty.



GRANITE BLACK

Granite Black is a masterful blend of contemporary sophistication and enduring elegance. It draws inspiration from the natural allure of granite merging polished refined glass with the profound depth of rich black tones. The result is a design that exudes understated luxury and makes a bold, lasting impression.



SOFT SHIMMERY SILVER GREY

The Soft Shimmery silver-grey switch plates effortlessly elevate any space with its understated elegance and modern charm. Inspired by the sleek sophistication of contemporary design, this switch plate adds a subtle yet striking touch to walls, blending seamlessly with minimalist and opulent décor.



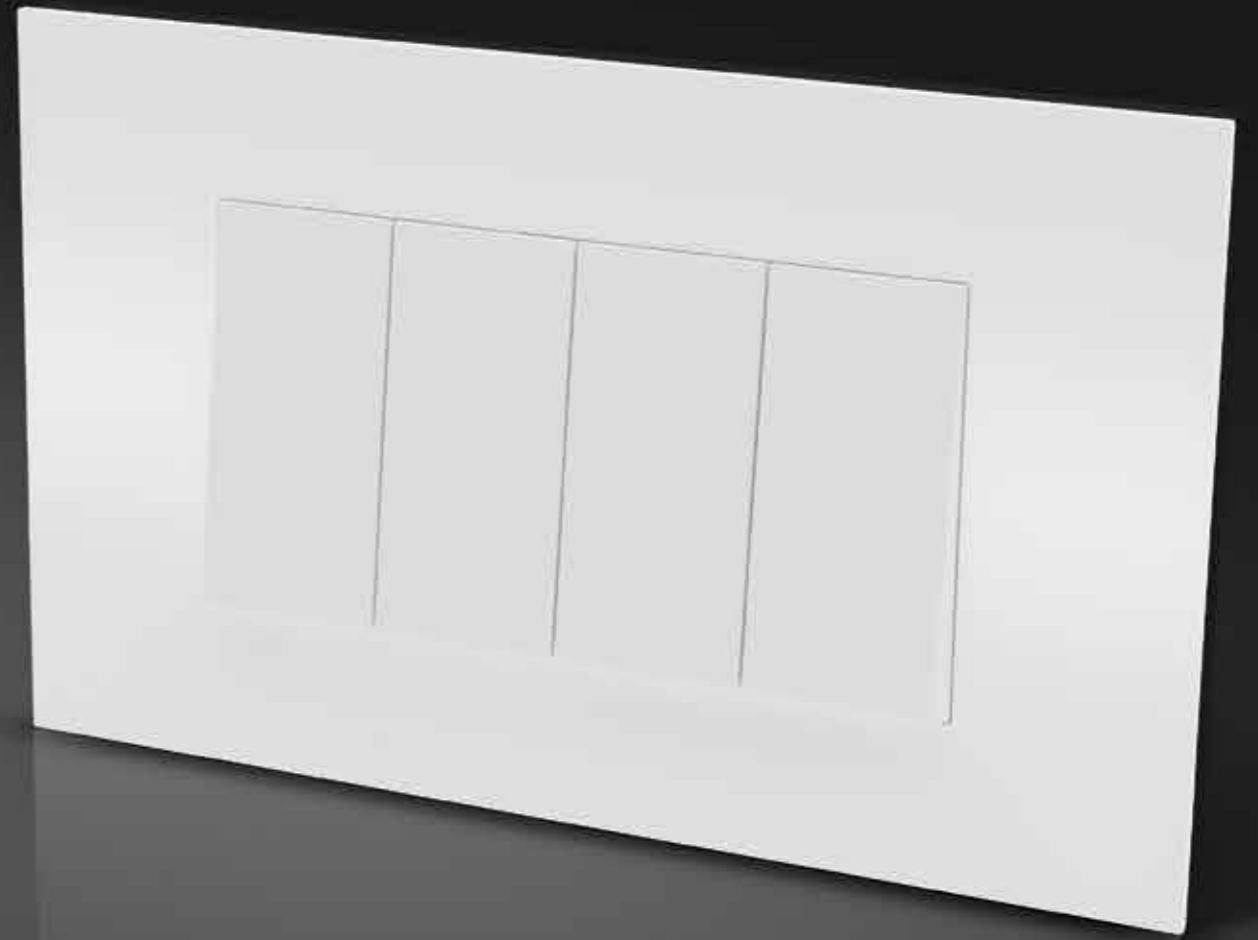
EDGE BLACK

The Black Edge matt finish plate draws inspiration from the captivating allure of the night sky, with its rich, mysterious hues. Its sleek, dramatic design captures the essence of twilight, infusing any space with a bold yet refined sense of luxury. This switch plate serves as a striking accent and a testament to sophisticated elegance, enhancing interiors with its timeless, elevated presence.



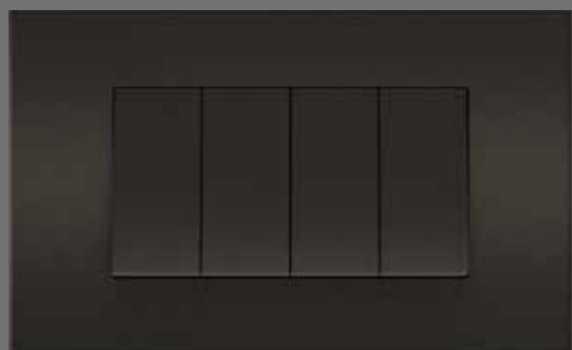
APOGEE PLASTIC SLIM SWITCH PLATES

The Apogee Plastic Slim switch plates offer a versatile range of switch plates that combine durability with style. Designed to seamlessly integrate into any space, these plates are crafted from high-quality engineered plastic, making them an excellent choice for residential and commercial interiors. Whether you're aiming for a minimalist look or seeking to create a bold contrast, the Apogee Engineered Plastic Series delivers the perfect solution for modern living spaces.





APOGEE
PLASTIC SLIM SWITCH PLATES



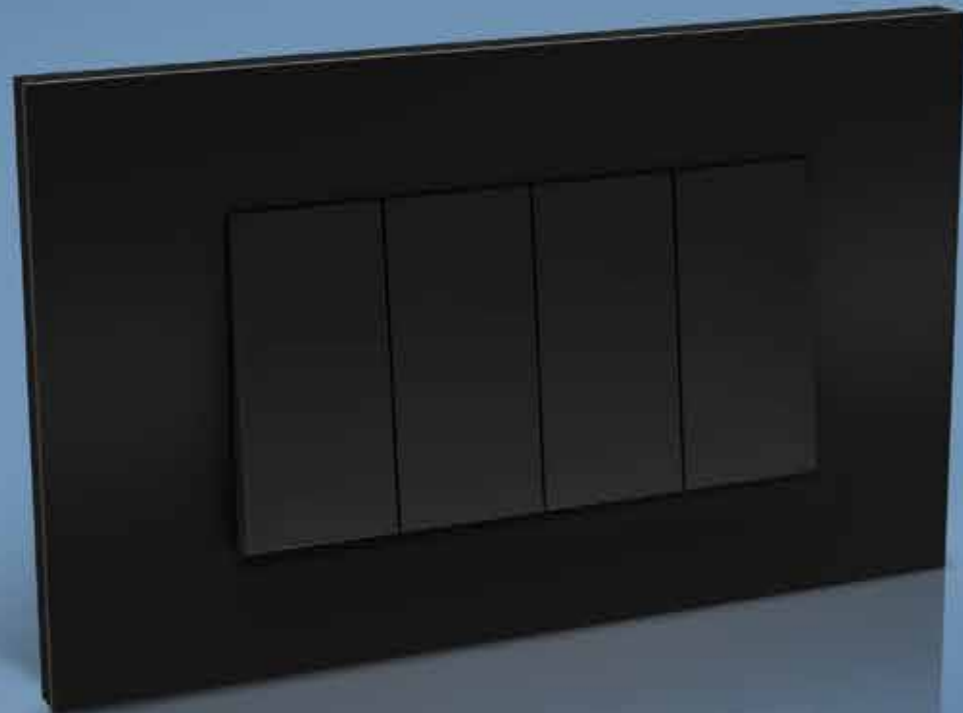
ELEPHANT GREY



WHITE

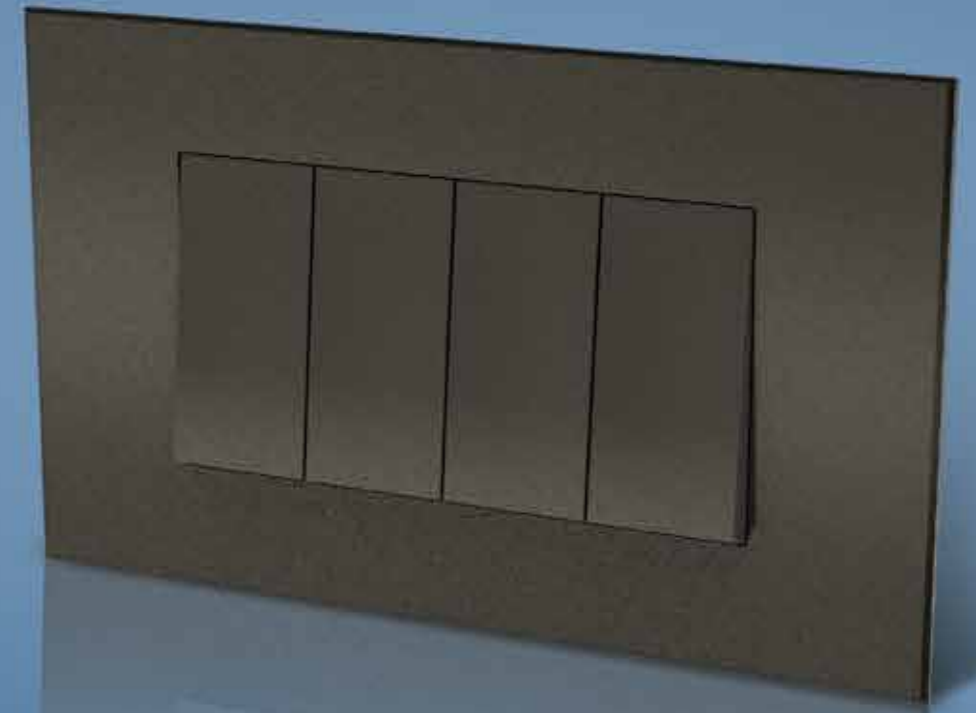


BLACK



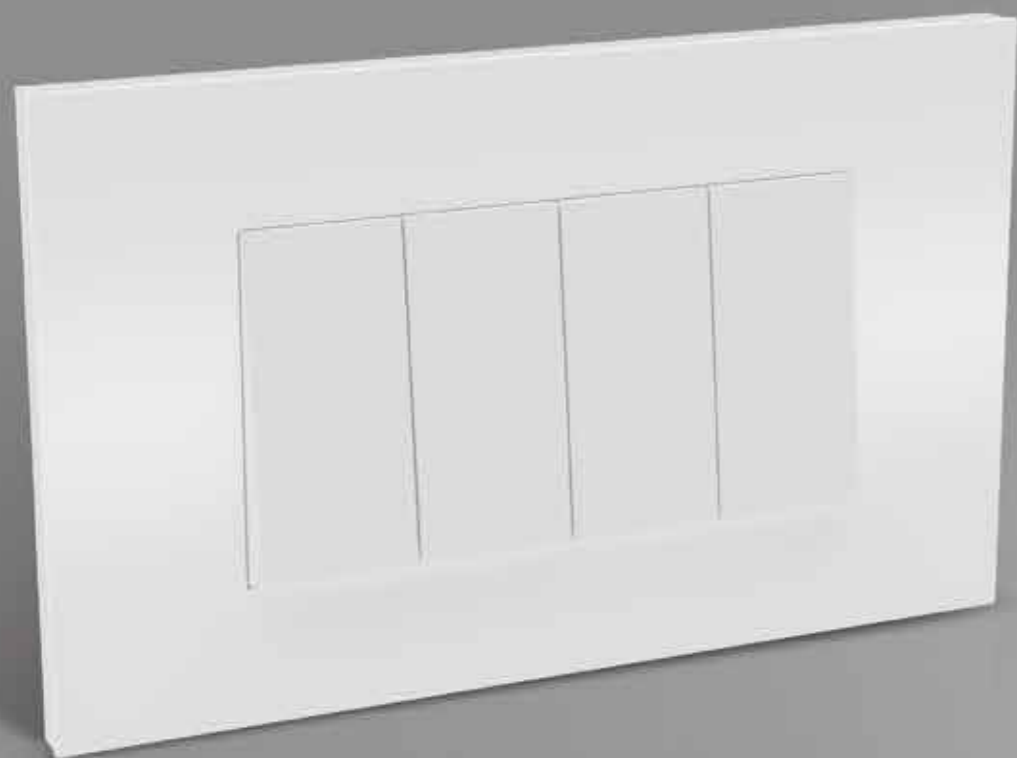
BLACK

Combining modern sophistication with timeless elegance, the Black finish creates a striking visual contrast. It brings a bold, dramatic flair to interiors, making it the perfect choice for those looking to add a touch of refined luxury to their space.



ELEPHANT GREY

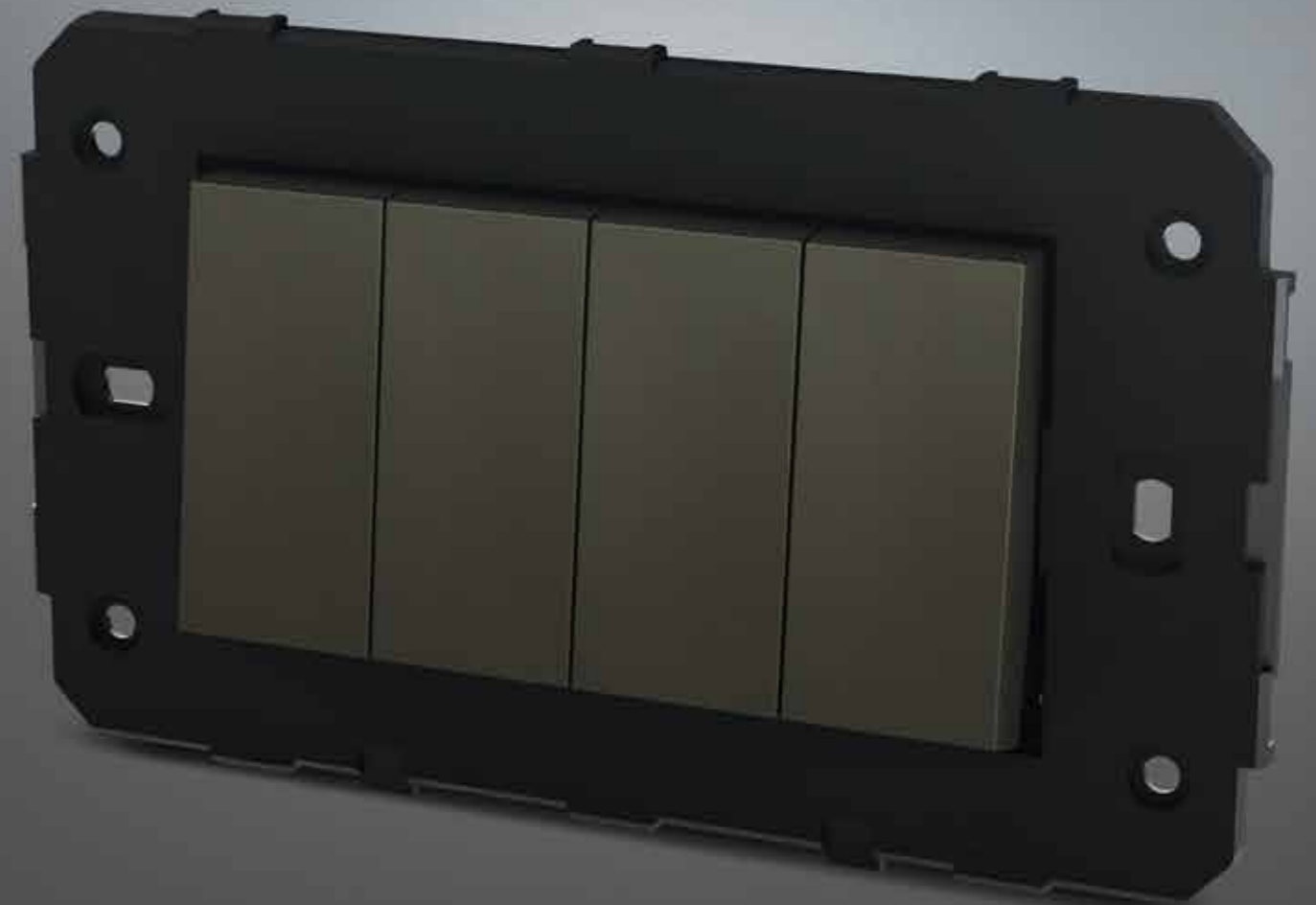
Featuring subtle yet sophisticated grey tones, the Elephant Grey switch plate blends contemporary design with classic refinement. This versatile shade adds a sense of calm sophistication to any room, offering a timeless look that suits a variety of decor schemes.



WHITE

The White switch plate offers a clean, neutral canvas that effortlessly complements any decor. Its understated elegance makes it a timeless choice for a wide range of interior styles, from contemporary to classic.



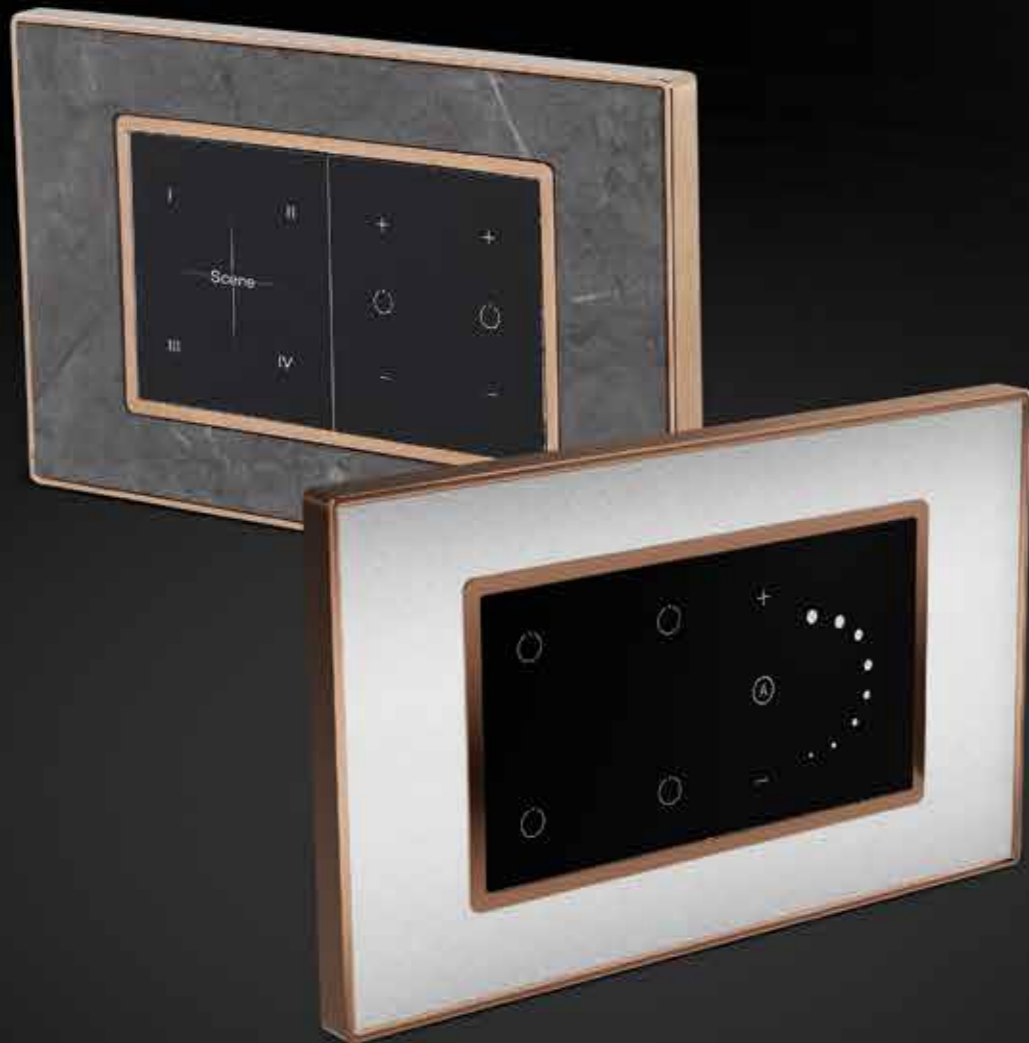


APOGEE DUAL MATERIAL FRAME

The Apogee series products are tough and durable. The dual-material inner plates are made of steel and engineering-grade plastic to withstand the stresses. The steel structure is embedded in plastic giving the dual material frame a rigid structure while the plastic provides anti-rust and insulation properties. The modules are mounted on the frames using a unique snap-fit mechanism to ensure they fit comfortably without the need for force.

APOGEE AUTOMATION MODULES

Built for reliability and long-lasting performance, the Apogee collection of plates is compatible with a full range of Smart Mesh-based automation modules. The sleek black tempered glass front adds a modern, durable touch to any space.



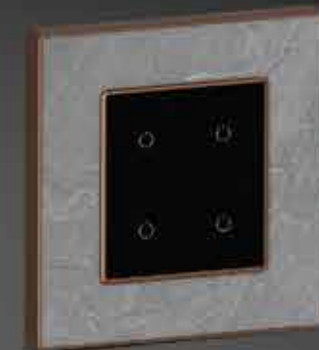
Full Range of Smart Mesh based Automation Modules



Curtain Controller



2 CH Dimmer



4 CH Relay



2 CH Relay



Fan Regulator



4 Scene Controller

Product Features



Voice Control



Smart App Control



No Rewiring Required



Fits in Existing
Switch Box



Easy
Installation

APOGEE SWITCHES



The Apogee Premium modular switches range includes mechanical rocker, flat and smart automation switches. The mechanical switches range is built with advanced fire-resistant materials and robust build ensures a long operational life. The high-quality LED indicators emit a soft mild glow that is easy on the eyes. The contact design, snap action mechanism, appropriate contact pressure, wiping action between the contacts and use of high engineering-grade materials result in minimum arcing impacting the life.



Automation Switches

- Smart App Control
- No Rewiring required
- Fits in Existing Switch Box
- Voice control
- Easy Installation



Rocker Switches

- Soft and Smooth Mechanism
- High temperature resistance
- IP20 degree protection
- Tested for 1 lakh operations
- Suitable for resistive and inductive loads
- SP, DP, intermediate switch
- Switch Ratings 10 AX, 16 AX, 25 A, 32 A
- Captive screws for fast installation & shrouded terminal

APOGEE SOCKETS



Apogee Series sockets are child-safe, with safety shutters to prevent accidental contact with live parts that reduce the risk of electric shocks. The thermostat separates the live wires from fusing in case of overheating. Additionally, the range includes USB charging socket options for high-power devices, making it a versatile and premium offering.

6 A 3 Pin



6 A /16 A 3 Pin



6 A 3 Pin
USB Socket



6 A 3 Pin & 6 A/16 A 3 Pin Shuttered Socket with ISI Marking

- All sockets designed with child safety shutters
- Chamfered design shutter for easy operation
- Firm engagement with 6 A & 16 A plugtops (as per socket type)
- Solid brass terminals for better conductivity
- Contact points are corrosion resistant
- Front loading and removal for easy installation
- Captive screws for fast installation & shrouded terminals

3 Pin Plug Socket with USB A+C

- 3 Pin sockets with 1 A port and 1C port
- 5 V 2 A Max Output for USB device charging

APOGEE USB FAST CHARGING SOCKETS



The range includes USB charging socket options for high-power devices like laptops and smartphones, making it a versatile and premium offering.



GaN Socket 65 W - 2C1A

- Supports up to 65W for high-speed fast charging
- GaN (Gallium nitride) Technology for more power in small size
- Can be used charge a variety of compatible devices like Mobiles/Tablets/Laptops/Bluetooth headphones etc.
- Circuit protection against Over Voltage, Under Voltage, Over Current, Short Circuit and Surge Protection up to 3 kV
- Handshake feature



35 W Charging Socket

- Supports up to 35 W for high-speed fast charging
- Charges up to 2 devices at the same time
- Can be used to charge a variety of compatible devices like Mobiles/Tablets/Bluetooth headphones etc.
- Circuit protection against Over Voltage, Under Voltage, Over Current, Short Circuit and Surge Protection up to 3 kV
- Automatic Device detection & charging speed selection

APOGEE FAN REGULATOR & LIGHT DIMMER



The Apogee Fan Regulator and Light Dimmer offer seamless control, durability, and safety. The ergonomic design knob of the fan regulator comes with an eight-step operation and hum-free sound. The full rotation operation prevents any undue pressure from damaging the regulator.

The Apogee Dimmer offers precise lighting control with a 1000 W capacity, smooth rotary adjustment, and front-loading convenience for easy installation and removal. Its compact 2M design, along with fire-resistant, UV-stable, high-gloss polycarbonate construction, ensures enhanced safety and long-term reliability.



Fan Regulator

- Ergonomic Design Knob for better aesthetics
- 360 ° rotation knob for low maintenance
- 8 step fan controller with incremental steps across all steps in 2M
- 4 step fan controller with incremental steps across all steps in 1M
- Hum free design
- Soft operation knobs



Light Dimmer

- Linear brightness control dimmer with smooth rotation
- Full rated dimmers
- Available in 2 M size

APOGEE HOTEL ACCESSORIES



The Apogee range installations combine aesthetic elegance with effortless functionality, making them ideal for hotels and hospital environments where tranquility and well-being are paramount. Thoughtfully designed fittings contribute to a sense of comfort and ease.



DND AND MMR SWITCH AND INDICATORS

- Outside panel - DND and MMR indicator in 1M
- LED indicators for consistent glow
- Two-way switch for DND switches to mute the bell in DND mode if wired
- One way switch for MMR switches
- Front loading and removal
- IP20 for complete protection
- Marking for easy identification of terminals
- High heat resistant, UV stable, high gloss poly carbonate for safe and reliable product

APOGEE HOTEL ACCESSORIES



The Apogee range installations combine aesthetic elegance with effortless functionality, making them ideal for hotels and hospital environments where tranquility and well-being are paramount. Thoughtfully designed fittings contribute to a sense of comfort and ease.



ENERGY KEY TAG SWITCH

- 30 A electronic key tag switch
- LED marking for key card slot as locator in dark
- Sensor based switching mechanism for more operating life and better contact
- 30 sec. off time delay for the customer convenience
- Designed to accept Electronic Key Tag cards
- Designed for EB and genset power for input current
- High heat resistance, UV stable, high gloss poly carbonate for safe and reliable product



DATA SOCKET – RJ45

- Cat6a compliant RJ45 jack
- Tool free connector - making it easy to install
- Spring loaded shutter for dust free operation
- High heat resistance, UV stable, high gloss poly carbonate for safe and reliable product



TELEPHONE SOCKET – RJ11

- Screw type terminals to avoid loose contact
- Spring loaded shutter for dust free operation
- Marking for easy identification of terminals
- High heat resistance, UV stable, high gloss poly carbonate for safe and reliable product

APOGEE TV SOCKET & USB SOCKET



Apogee communication accessories cater to telephone and data connections, ensuring seamless connectivity. Each data socket is equipped with dust-protection shutters and a circuit marking label with a cover, providing a clear indication of the connected data line.



TV SOCKET

- Plated Terminals for Minimum signal loss
- Front loading and removal
- High heat resistance, UV stable, high gloss poly carbonate for safe and reliable product



USB SOCKET - 1 Module (Type C & Type A)

- Single USB Socket 5 V Max 2.1 A output
- Screw type terminals to avoid loose contact
- Front loading and removal
- Marking for easy identification of terminals
- High heat resistance, UV stable, high gloss poly carbonate for safe and reliable product



APOGEE MINI MCB & LED FOOT LAMP



The Mini MCB is a high-performance, reliable safety device designed for effortless installation. It is available in Double Pole, the Mini MCB comes in 25 A and 32 A ratings. The Mini MCB offer superior circuit and appliance protection. These are used for high-current appliances in residential settings.

The LED Foot Lamp is an innovative lighting solution that blends energy efficiency with modern aesthetics. Powered by durable warm white LEDs, it provides uniform illumination through a textured lens while consuming less than 2 W of power.



MINI MCB

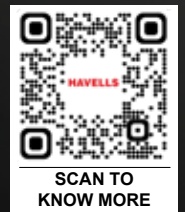
- Modular design mini MCB in DP
- Better aesthetics as it replaces the plug and socket application
- Available in 25 A and 32 A rating
- Mini MCB are C curve rated
- Silver graphite contacts
- Trip free mechanism
- Overload and short circuit protection
- Front loading and removal
- IP20 for complete protection
- Marking for easy identification of terminals
- High heat resistance, UV stable, High gloss poly carbonate for safe and reliable product



LED FOOT LAMP

- Warm White LED Illumination for Night comfort
- Power consumption is less than 2 W
- Textured lens for uniform light dispersion
- Monoblock design - 4 M

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