

## Havells India to Strengthen its Presence in Jammu Region

- Shifts to new and bigger office in Jammu
- To open 4 new Havells Galaxy Showrooms by the end of this financial year in the region
- To increase its dealers & distributors network
- Targets Rs 60 crore by the end of this financial year from the region

**Jammu, 8<sup>th</sup> October, 2014:** Havells India Limited, a \$1.3 billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint, today announced its expansion plans for Jammu region. As part of its expansion plan to capture the growing demand for electrical goods in the region of Jammu, the company today inaugurated its new office in the city.

The new office is spread over an area of 1300 sq ft and is located at the prime location of the city at Gandhi Nagar. The company has a presence in all the 11 districts of the Jammu region including cities like Udhampur, Kathua, Rajouri, Bhaderwah and Banihal. In order to capture business across the Jammu region, the company plans to enhance its manpower and dealer and distributor network.

Apart from this, the company is planning to open 4 more Havells Galaxy showrooms in the region. Havells Galaxy has become an extremely popular concept with both retail and institutional customers including channel partners. Currently there are more than 240 'Havells Galaxy' stores across India including 2 in Jammu region.

Speaking on the occasion, **Mr. Ravinder Mantoo, Regional Head, Havells India Limited**, said "Jammu region has a huge growth potential for the development of new infrastructure, industrial and housing projects. Havells, which is present across product categories in the electrical equipment and domestic appliances industry, is well poised to capture this opportunity. We will continue to expand our product portfolio and offers customers a wide range of products to choose from".

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### ABOUT HAVELLS India Limited

Havells India Ltd is a \$1.3 billion and India's fastest growing FMEG company (Fast moving electrical goods) its products 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 94 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 11 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Faridabad, Alwar, Neemrana, and 6 state-of-the-art manufacturing plants located across Europe, Latin America & Africa churn out globally acclaimed products. Havells is a name synonymous with excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to service 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 various products.

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