

Havells adds first 'Made in India' MCB to its portfolio; A complete in-house development to reach markets by March 2015

- Targets Rs 650crs from MCB business by end of fiscal 2015-16
- Launches premium range of MCB and RCCB under "EURO II" series
- Targets 30% growth in MCB business in Rajasthan for 2015-16

Jaipur, 21st February, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today launched a new range of MCB and RCCB under "EURO-II" series in Rajasthan. Euro II series is completely designed and developed in India by the R&D team of Havells. The new range not only provides protection against overload, short circuit and electric shock (earth leakage) but is also designed to be one of the most user friendly MCBs available in the country. Apart from meeting the international standards, Euro II series also offer:

- A unique design of Bi stable mounting clip
- Safety terminals to eliminate the human error by electricians
- Larger terminals for allowing termination of higher size wires
- New outer design for better air circulation

The new range of MCBs are designed by the strong in-house R&D team and are produced at the state of the art plant at Baddi in Himachal Pradesh. The company plans to capitalize on the expected recovery in the industrial/construction industry by enhancing manufacturing capacity of MCB from 15lac poles to 18lac poles per month from the first quarter of fiscal 2015-16.

India's organized domestic switchgear market is estimated to be around Rs 1900-2000crs. Havells continues to retain its No.1 position in the category with market share of about 28%. Havells India occupies pre-eminent position in both industrial and domestic switchgear category.

Ever increasing demand for electricity due to growing number of electrical devices in modern buildings often overloads the wiring system that may result in short circuits thus posing threat to life and property. Therefore in the recent years, the Indian consumers across tier-I to tier-III towns have started installing electrical safety device like MCBs and are going in for quality branded products. Havells Euro-II series has been developed keeping in mind the safety requirements of the new age customers.

Speaking at the occasion, Mr. AV Jagdish, Vice President, Havells India Limited said, "With the rapid growth in both educational and housing infrastructure in Rajasthan, we see a huge potential for growing our domestic switchgear business here. Currently we are the leaders in the domestic switchgear segment in the state and hope to maintain our leadership in the times to come. We have thus chosen Rajasthan as one of first market to launch Euro II series."

He further added, "Havells currently is present in 150 towns out of total of about 216 towns in the state. We will continue to expand our reach to tier-II and tier-III towns which are also witnessing housing and

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, India

Tel: +91-120-4771000, Fax: +91-120-4772000

E-mail: marketing@havells.com, www.havells.com

Registered Office: 1/7, Ram Kishore Road, Civil Lines, Delhi -110054 (India)



infrastructure development. These would form an important part of our growth strategy going ahead”.

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 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 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

Mr. Amit Sharma

Ph: +91 9911236700

Email: amit1.sharma@havells.com

Fortuna PR

Mr. Amit Arora / Mr. Vikas Mahajan

Ph: 9971665656, 9953619912

Email: amit@fortunapr.in
vikas@fortunapr.in