

Havells India launches world class products in Switchgear segment in the Eastern Region

- To launch first ever super-premium range of distribution boards in leather, wood and marble finish
- Launches Euro II range of switchgear - First 'Made in India' (Designed and Developed) Circuit Breakers from its portfolio
- Targets overall revenue of Rs. 1400 crore from Eastern region by the end of current fiscal

Kolkata, 15th July, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today announced its strategy to further strengthen its presence in Eastern region with the launch of innovative switchgear products like distribution boards and Circuit Breakers (MCB/RCCB).

Distribution boards are fast becoming part of the living room. Until now, most people used to hide distribution boards as they did not gel with overall aesthetics of the living room. For the first time in the industry, Havells has launched a premium range of distribution boards that matches with modern day décor and aesthetics. The new range of premium distribution boards offers unique metallic finish and colours for modern homes. It also comes with magnetic locks, sleek curves, scratch resistant glossy surface with metallic paints and designer handles. Initially, the range will be available in metallic silverish grey/golden sparkle and sparkling white colors, leather and wooden finish. The new range will be priced between Rs 1300 to Rs 10,000. The company will soon launch a range of super-premium Distribution Boards with wood, marble and leather finish.

The new range of Circuit Breakers, christened as Euro-II is the first ever 100% 'Made in India' MCB/RCCB from company's portfolio as these are designed and developed by the R&D team of Havells in India. The new range will be produced at its state of the art Switchgear plant in Baddi, Himachal Pradesh. These Circuit Breakers not only provide protection against overload, short circuit and electric shock (earth leakage) but are also designed to be one of the most user friendly Circuit Breakers available in the country. Euro II series also offers a unique design of Bi-stable mounting clip and safety terminals to eliminate the human error by electricians.

Mr. Y K Gupta, Associate Director, Havells India Limited said, "Eastern Region has always been one of the largest markets for Havells and we see a huge potential for our entire range of products here. We already are leaders in this market and would further cement our position with the new range of distribution boards and MCBs. We already have a strong distribution network and would further strengthen it by adding up over 100 dealers across the Region.

"Currently the eastern region contributes to 23% of revenue to our overall revenue and with the launch of new products, we are expecting a growth of by 15-16% in the region by the end of this fiscal year", he further added.

Speaking at the launch, Mr. AV Jagdish, Vice President, Havells India Limited said, "Our new range of products launched today are designed and manufactured with world class standards. It signifies our in house R & D capabilities and technical knowhow and we are hopeful that the ranges will fulfill all the safety and aesthetic requirements of our customers."

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India's organized domestic switchgear market is estimated to be around Rs 2100-2200crs in the FY15-16. 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.

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, 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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