



Young and vibrant Alia Bhatt to be the new face of 'Standard'

Brand adorns new positioning- "Built for young energy"

New Delhi, 26th September, 2015: Standard, a well-known brand of \$1.4 billion Havells India Limited, today roped in Bollywood actress Alia Bhatt, one of the most stylish & dynamic star and youth icon as its brand ambassador. As part of this association, Alia Bhatt will endorse products through an aggressive advertising campaign, which is slated to be launched by end of September 2015. The advertisement campaign will have a series of 3 TV commercials which is conceptualized and executed by India's leading advertising agency Mullen Lintas.

Over the years, Standard has been serving the Indian customers with superior quality products and has established itself as a key player in the electrical products segment by constantly creating best in class, innovative and trend setting products. Last year the brand entered into the consumer segment by launching range of fans. To keep pace with the modern times, changing consumer preferences and enhancing brand appeal to younger consumers, the brand unveiled its new identity earlier this year.

Commenting on the association of Alia Bhatt as the brand ambassador, Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited said *"We are delighted to have Alia Bhatt as the brand ambassador for 'Standard' brand. She truly represents the 'Young Energy of India' which will be the new positioning for the brand. We firmly believe in fulfilling the aspirations of modern day consumers who are confident, independent and do not want to settle for less. She aptly represents our brand's ideology of style with substance and is a perfect blend of everything that the brand stands for"*.

Havells India Ltd.

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Talking about her association with brand Standard, Alia Bhatt said, *“I love the positioning of “built for young energy” since I can completely relate to this. I believe today’s youth symbolize confidence, trust and intelligence and deserve the best in class products. Brand Standard is making that possible by fulfilling the aspirations of today’s contemporary consumers with world class products and wonderful product range. I am happy to be associated with the brand Standard.”*

About Standard

Standard is part of \$1.4 Billion 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 Disconnecter 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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