

Havells India announces new business initiatives

To widen and strengthen its product offerings for the next phase of growth

- Targets additional revenue of Rs 1000 crore from new products and business segments by 2020
- With upcoming Smart Cities; Announces foray into automation & control segment, Internet of Things and offer solutions in the Solar business

Bengaluru, February 14, 2016: Havells India Limited, a leading Fast Moving Electrical Goods Company with a strong pan India presence today announced various initiatives and its preparedness for achieving next phase of growth. The company announced that it would start offering products and solutions in the space of solar energy; it will venture in the business of automation & control and internet of things so that it could participate better in upcoming smart cities projects and will widen its product offerings to garner larger market share across all its business segments. It would continue to strengthen and harness the power of its existing distribution system which is the largest in the electrical industry.

With the aggressive push from the government for the usage of Solar Power, the company aims to strengthen its product offerings for solar business and have introduced newer products in the switchgear, lighting and cable business. It will further strengthen its solar applications business to serve varied consumers. As part of its solar business, the company will provide solar cables, solar switchgear, inverters, solar LED street lights, solar lanterns, solar boilers and many other products.

With the government pushing for smarter cities, there will be a greater demand for solutions to make homes, commercial complexes, industries and cities smarter. Havells will foray into the business of automation & control initially and then move to IOT business (Internet of Things) in next few months. The company will soon launch the business of Supervisory control and data acquisition (SCADA).

The company will enhance and complete the home automation range in about six months' time. The range will also include IOT, and once networked consumers will be able to control lighting, CCTV cameras, electronic appliances, curtains, locking system of doors, windows amongst many other applications in modern homes, commercial complexes and industries. The solution would even alert consumers in case of any fire, gas leakage, intrusion/security breach or theft.

Similarly, the automated system will be a boon for civic authorities. Once the city is wired to a network, civic authorities would be able to watch the entire city closely from a single location.

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For example, they could monitor the city's street light system from one single location enabling them to switch on or off with a click of a button.

The domestic market size of the Automation Solution Industry is estimated to be Rs. 500 crore, which is currently growing at 20-25% annually.

Speaking at the occasion, **Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited** said, "Our futuristic planning has always been helpful in acquiring larger market share and strengthening our leadership position. We have been at the pole position in most product segments we operate in. The new businesses that we intend to enter are natural extension of our existing product lines and we will be able to utilise our current distribution setup to reach our customers faster."

He further added, "The push from the government in Solar and smart cities sector will boost our pace of growth. Solar sector is currently very fragmented and will see a lot of consolidation with participation from organized players. In order to take advantage of opportunities provided by upcoming Smart cities, all our products would be future ready and shall be operable on IOT technology. We hope that these new businesses will add around Rs 1000 crore in next 3-4 years".

About Havells India Limited:

Havells India Ltd is a leading FMEG company (Fast moving electrical goods) with presence across India. 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 brands like Havells, Crabtree and Standard.

With 40 branch offices and over 4000 professionals Havells has achieved rapid success in the past few years. Its 12 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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