

## Havells Launches 'Havells Galaxy' in Lucknow; 49th in the State

*Exclusive retail store to meet all lighting and electrical needs of consumers under one roof*

**Lucknow, 14<sup>th</sup> February, 2016:** Havells India Limited, leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint, today inaugurated its exclusive retail showroom 'Havells Galaxy' in the city of Lucknow at G. B. Marg. This is the fourth Havells Galaxy in the city and in the state. The company already has more than 350 Havells galaxies across India.

'Havells Galaxy' will offer people of Lucknow an end to end solution to all electrical needs from the time electricity enters home to the light output. It offers a wide range of stylish & high quality and energy efficient electrical equipment including Industrial Switchgears, Cables, Fans, CFLs, Lighting Fixtures, Electrical water heaters, Crabtree switches and Domestic Appliances, etc.

Most of the electrical products from Havells today are part of the home décor and reflect an individual's personality and lifestyle. Today, customer involvement is much higher in selecting various electrical products and they are continuously looking for better ambience and convenience. Keeping in mind the ever changing requirements of the customers, 'Havells Galaxy' was conceptualized and has emerged as a pioneering concept in the Indian Electrical Industry.

**Expressing happiness over the opening of 04<sup>th</sup> 'Havells Galaxy' in Lucknow, Mr. Rakesh Mehrotra, Associate Director, Havells India Limited** said, *"The Galaxy symbolizes Havells' innovative leadership position in the Electrical and Power Distribution equipment market. It will serve to provide an array of electrical appliances and consumer products, all created to adhere to the demands of modern living. The products we are offering combine the attributes of elegance, technological advancement and convenience in one"*.

"The concept of Havells Galaxy, a One Stop Shop is dynamic and differently positioned from the retail format existing in the country and we are glad to serve end-users directly through this initiative of ours", he added.

Havells India has been operating and marketing its products in Uttar Pradesh for the past many years and this is the 49<sup>th</sup> galaxy of Havells in the State. Havells business in Uttar Pradesh has shown an upward trend in terms of turnover and within a short span of time, the company has entrenched itself to become the most preferred brand in the electrical equipment industry.

Havells plans to open many such galaxies by the end of this financial year. Currently, there are more than 350 such display centres spread across the country including all major towns and metros.

It's a great way to shop for all your lighting and electrical needs!!!

### ABOUT HAVELLS

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

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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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