

## Havells forays into automation and smart solution business segment

- Launches integrated automation & control solutions for homes, offices & hotels under its premium brand 'Crabtree'
- Expects revenues of Rs. 100 crore from automation and control business by 2020

**Hyderabad, May 6, 2016:** Havells India Limited, a leading Fast Moving Electrical Goods company today announced its foray into the fast growing segment of "Integrated Automation and Control Solutions". The new range is being launched under its premium brand 'Crabtree' in association with one of world's leading automation company HDL Automation. Consumers are now appreciating and opting for technologically advanced products and this demand is further expected to rise with the Government's focus on 'Smart City Project'.

As part of the launch strategy, Crabtree will offer customized automation solutions for home, commercial, hotel and public utility sector. The automation industry is driven by four major parameters- convenience, style, energy efficiency and security thereby enhancing consumer lifestyle.

Automation has found new relevance in today's fast paced lifestyle. Not only does it eases lives of people but also provides access to home from anywhere in the world. It allows individuals to control lights, appliances, monitor children and elderly people and many more features via mobile apps. The solution also comes with inbuilt sensors, which will alert the owner in case of any fire, gas leakage, intrusion/security breach and theft. In the hospitality Industry automation provides luxurious experience to guests by giving them the convenience of operating all devices from anywhere in their rooms with the click of a button. For commercial/government sector the automation provides convenience of operating red light or street lights are operated and controlled from a central location minimizing human dependence.

**Speaking on the launch of the new integrated automation solutions business, Mr. Vivek Yadav, Vice President, Havells India Limited said,** "The launch of Crabtree integrated automation & control solutions comes at an opportune time when India is expected to witness rapid upgrade of urban infrastructure enabled by widespread use of Information Technology. With improved market sentiments we expect demand from both developers/commercial users as well as individual home owners growing rapidly."

"The launch also marks a quantum leap for the company as it aims to significantly leverage technology to attract customers who are looking for a blend of comfort, convenience, and elegance at a touch of a button. With this launch, we are planning to capture 10% market share of the Automation Solution Industry and expect revenues of Rs. 100 crore by 2020", he further added.

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The domestic market size of the automation solution industry is estimated to be Rs. 500 crore, which is currently growing at 20-25% annually. With the Automation Solution business, Havells is set to tap into hitherto unexplored opportunities. Besides offering the entire automation range to individual customers, Havells will look to tie up with architects, consultants, builders and developers and offer its gamut of products and services. So far, Havells has not explored this segment.

### **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 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.

Havells is a name synonymous to excellence and expertise in the electrical industry. Its largest distribution network serves its customers promptly and efficiently. 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.

### **About HDL Automation:**

Established in 1985, HDL is a global company that manufactures customized building automation products, and professional stage lighting equipment. Having a truly worldwide presence, HDL offices can be found in over 80 countries. The solutions provided by HDL fall into four distinct categories: HDL Buspro Home/Building automation system HDL KNX/EIB Bus series HDL Wireless HDL Architectural/Theatre Lighting Control system

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