

Havells launches Carnesia-I, India's first intelligent ceiling fan with smart mode

- India's first ceiling fan equipped with Smart mode which senses the temperature and humidity in the room while adjusting the fan speed accordingly
- Machine learning will enable insights on usage pattern and support new product development

National, February 19th, 2020: Havells India Limited, a technology led Fast-Moving Electrical Goods (FMEG) and Consumer Durable company today launched, country's first **intelligent Fan – Carnesia-I with smart mode**. The new fan is one of the most technologically advanced - IoT fan that will add convenience and comfort to consumer's fast-paced life. The intelligent fan range comes at an attractive consumer price of approx. Rs 4500.

Speaking on the occasion, **Mr. Ravindra Singh Negi, President, Electrical Consumer Durables, Havells India Limited** said, "Innovation, technological advancement and offering unique features to consumers has been at the core of our product philosophy and Carnesia-I is a great example of that. It is an intelligent fan that can sense temperature and humidity in the room and offer right speed for enhanced comfort to our consumers. With qualitative 'segment first' features we are sure that it will further strengthen our footprint in the industry. Based on our philosophy of 'Making a difference', we will continue to delight our consumers with feature rich and unique products in the future as well".

The smart fan range is compatible with voice enabled devices like Alexa & Google Home and can be operated with mobile application. The Carnesia-I comes with multi-user mode- enables access to operate single fan by many users. The 'Smart Mode' senses the temperature and humidity in room while adjusting the fan speed accordingly. Apart from this, the fan also offers new auto modes like Sleep and Breeze for night comfort and natural breeze effect. Other features include five-level speed control, timer setting and automatic ON and OFF.

India's organized fan market is currently pegged at Rs 8000 crore. Havells entered the fans segment in 2003 and has today emerged as one of the fastest growing, most trusted and amongst the top two players in the country. The company is currently present in the premium & super premium categories and offers a choice of over 250 SKU's of high performance, decorative and energy saving fans to quality conscious customers. It enjoys dominant market share in premium and super premium category.

Features	Remote	App	Alexa/G. Home
On/off	✓	✓	✓
Speed	✓	✓	✓
Smart mode	✓	✓	-
Sleep mode	✓	✓	-
Breeze mode	✓	✓	-
Timer/Schedule	✓	✓	-
Home automation	-	✓	-
Humidity display	-	✓	-
Temp display	-	✓	-
Multiple control	-	✓	-

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Havells has the most modern manufacturing plant for fans in Haridwar, Uttarakhand. It is India's first and largest fully integrated state-of-the-art manufacturing plant where all categories of Fans including ceiling, table, wall, exhaust & pedestal are manufactured under one roof. The current production capacity of the plant is more than 10 million fans annually. The plant is equipped with 'state-of-the-art' technology including automated CNC machines for end covers, computerized conveyor assembly line and testing facilities.

In Fan's Havells is the first company to introduce Metallic colour fans in India in 2004. Havells has also started making its presence felt in the international markets in the fan's category.

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, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters, LED Television, Washing Machine, Air Conditioner and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Crabtree, Standard and Lloyd. With 39 branch offices and over 6500 professionals Havells has achieved rapid success in the past few years. Its 14 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Ghiloth, Guwahati and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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