

## Havells launches anti-bacterial switch range for a healthy home

- Crabtree introduces the anti-bacterial feature in Crabtree Athena, Signia and Verona ranges
- The range is equipped with Anti -Bacterial and Anti -Fungal built-in polymer technology to contain the growth & spread of harmful microbes

**New Delhi, August 6th 2020:** Havells India Limited, a technology-led Fast-Moving Electrical Goods (FMEG) and Consumer Durable company today launched anti-bacterial/ anti-fungal switches under its Crabtree electric switch range. The new innovative switch range named Athena, Signia and Verona can contain the growth and spread of harmful microbes through human touch with 99.99% efficacy. The switch range will act as a catalyst to lead a 'Healthy life' for customers by avoiding bacteria led diseases like food poisoning, pneumonia, conjunctivitis, etc. The range comes at the consumer price of INR 75 onwards.

With the context of the pandemic, it has become imperative to ensure hygiene and infection control in all kinds of facilities such as hospitals, hotels, institutes, and homes, etc. more than ever. The latest offering from the brand uses metal compounds that are more effective than metal oxides and other metal complexes and have higher efficacy as compared to silver ions to contain the growth of bacteria and fungi. Along with that, the new range of switches offer a long-lasting usage with good weatherability that ensures non-discoloration under high temp and humidity. The product base material is approved by FDA, ECHA, and EPA and has also been tested by the third-party labs such as JIS and ISO.

While launching the new product range, **Saurabh Goel, President, Havells India Limited, said,** "The unprecedented COVID-19 pandemic has brought the significance of hygiene and infections control to the fore. With customer centricity at the core, we at Havells have constantly been working towards building products for the most topical customer needs. Based on our brand philosophy of 'making a difference', we are delighted to introduce Crabtree's new anti-bacterial range that will find an essential place with the health conscious users."

The year 2020 marks Crabtree celebrating its 100 years of legacy. On that celebratory note, the brand will not be charging any premium price for the added feature. The 'Wellbeing' product offering will be available as its default proposition in the Athena, Signia and Verona ranges of switches.

### 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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