

Epecially designed for Coastal Belts of India

- *Intelli-Logic series is also equipped with specialized Plasma Protective Shield (in 5-star segment) that inhibits 99.9% virus and bacteria and Triple Air Filter (in 3-star segment).*

Kochi, January 25th, 2021: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) company today announced the launch of its Intelli-Logic air conditioner series in Kochi under its consumer durable brand - Lloyd. The air conditioner has been designed with patented technology, keeping in mind the intense Humid Weather Conditions of coastal areas which automatically adjusts & brings Relative Humidity (RH) to the most comfortable level i.e. within 40% to 55% RH and provide perfect cooling at desired temperature. Also, it automatically switches control as per the ambient weather conditions which means it works on Real Time basis. This AC cools even in the harshest summers up to 52°C temperature. With 10 m Long Air Throw along with Smart 4-Way Swing, the AC provides even cooling in every corner of the room, further adding to the comfort. The Intelli-Logic air conditioner will be available at a price range from INR 53990 to INR 67990 and will be available across all channels.

Keeping the current focus on health at core, Intelli-Logic AC series purifies room air with its unique elements: Plasma Protective Shield available in 5-star model range and Triple Air Filter in 3-star model range, giving its customers healthy & purified air to breathe. The High Energy Plasma Electrons acts as a protective shield and efficiently helps in removing harmful air-borne particles, and creates an odor, and dust free environment. The Triple Air Filtration process in the air conditioner includes Anti-Viral Filter, HEPA Filter, and Activated Carbon Filter. The advanced purification process is capable of inactivating 99.9% virus and bacteria. Bringing smart connectivity at the consumer’s fingertips, the product offers smart features such as in-built WiFi and Voice-Based connectivity with Alexa, Google Home and other smart speakers / interface devices.

Commenting on the launch, Shashi Arora, CEO, Lloyd said, *“Today, we are introducing Intelli-Logic air conditioner series with advanced technology to enable good health and well-being. It has been designed especially for coastal areas of the country where humidity is very high and ACs need to address both heat and humidity in these areas. Lloyd Intelliglogic AC ensures that the humidity level in the room stays at optimum level for human comfort and does not drop to low levels that cause dryness & skin irritation. It does so automatically without user’s intervention. Also, as the world grapples with COVID-19 virus, Intelliglogic has built-in filtration to tackle bacteria & viral to ensure a healthier environment for users in an enclosed space. Backed by Havells’ Make-in-India vision, Intelliglogic ACs have been designed and produced at Lloyd’s state-of-the-art manufacturing plant at Ghiloth in Rajasthan.*

With the legacy of being known as a cooling expert over decades, Lloyd today is among the top 3 brands in the air conditioners segment. Lloyd has always enjoyed steady growth and with this new launch, we look forward to further strengthening our brand equity in AC category”.

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA)

Tel: +91-120-3331000, Fax: +91-120-3332000

E-mail: marketing@havells.com, www.havells.com

Registered Office: 904, 9th Floor, Surya Kiran Building, K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)

Consumer Care No.:

1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304

GSTIN: 09AAACH0351E2Z2

Lloyd Intelli-Logic AC series is equipped with Stabilizer Free Operation, to protect from the aftereffects of sudden power cut and fluctuations. The Golden Condenser Coil is made of 100% inner grooved copper tubes with Corrosion Resistant Coating making the air-conditioner more efficient and durable against rain, dust and other corrosive elements in the air found in high humid & coastal areas such as Kochi. The air conditioner will be available in 1 Ton and 1.5 Ton with 3 Star and 5 Star ISEER Ratings for the year 2021.

The newly launched air conditioner comes with an elegant design that blends with modern home décor. The series is also environment friendly as it uses R32 Refrigerant Gas having Zero Ozone Depletion Effect and Low Global Warming Effect. The range of Lloyd Intelli-Logic series would include – 4 models with 1 Year Overall Warranty, 4 Years Component Warranty (in addition) and 9 Years Warranty on Inverter Compressor (in addition).

About Lloyd

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like, Air Conditioners, LED TVs, Washing machines and Refrigerators. Havells acquired Lloyd in May 2017. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers, 485 authorized service centres and 31 company owned service centres.

About Havells

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, with presence across India. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Fans, Luminaires for Domestic, Commercial & Industrial applications, Solar Lighting Solutions, Modular Switches, Air Conditioners, LED Televisions, Washing Machines, and Refrigerators, Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs like Kitchen Appliances, Irons, Water Heaters, Air Purifiers, Water Purifiers, Coolers, Room Heaters, Pumps & Motors to name a few. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and Reo. With 39 branch offices and over 5500 professionals. Havells has achieved rapid success in the past few years. Its 13 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Ghiloth, and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

-----XX-----

For more information please contact:

Havells India Limited
Amit Sharma
amit1.sharma@havells.com / M: 9911236700

Archetype
Meher Iqbal- Meher.iqbal@archetype.co/ 9953272866

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA)
Tel: +91-120-3331000, Fax: +91-120-3332000
E-mail: marketing@havells.com, www.havells.com
Registered Office: 904, 9th Floor, Surya Kiran Building,
K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)
Consumer Care No.:
1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)
CIN: L31900DL1983PLC016304
GSTIN: 09AAAACH0351E2Z2