

Crabtree opens India's first Futuristic Smart Experience Centre in Jalandhar

Also, unveils first-of-its kind range of automation Smart switches "SmartH" for making future-ready Smart homes

Jalandhar, 16th April 2019: Crabtree, a 100 year old British legacy brand for premium range of switches and home automation today announced its strategy to mark the next phase of growth as well as deepen its engagement with customers by launching India's first Futuristic Crabtree Smart Experience center in Jalandhar, Punjab. This is first-of-its-kind initiative in the industry which will provide holistic experience to the customers i.e. live experience of the smart products under one roof offering instant solutions for specific needs related to modern homes.

This Smart experience center will help customers to explore, purchase and experience Crabtree's most intuitive and advanced range of products such as smart range of switches, switchgears, security systems & home automation products based on IoT and other futuristic technologies. The center was inaugurated by Mr. Vivek Yadav- Senior Vice President, Havells India Limited today.

Speaking on the occasion, Mr. Vivek Yadav, Senior Vice President, Havells India Limited said, "Today's consumers are aspirational and want to have best products at their homes. They are ready to uplift their lifestyle and want to make a statement by embracing intuitive products.

Internet based smart technologies are adapted by consumers for convenience and in order to cater to this demand in a unique way, we have introduced our first Crabtree Smart Experience Center. Smart phone technology is preferred to bring a convenient experience and that's where Crabtree is bringing the smart switching solutions with the latest technology in Jalandhar.

This experience centre will enable our customers' especially interior designers & architects to get a first-hand experience of the advance technology, which is easy to install and use in our modern homes."

He further added, "Being a hub for NRIs, Punjab is a strategic market for us and we see a lot of potential for growth in this market. We are confident that this first-of-its-kind Crabtree smart experience center will be appreciated by our customers in Punjab and will further help us boost our sales in the region. *We are planning to open 100 such Experience centres across 30 metro cities in the next 3-4 years.*"

On the side-lines, the company also unveiled an ultra-modern and aesthetically advanced range of **SmartH** Touch-switches, which brings technology to deliver maximum functionality at a touch, and exquisite design to match the taste of today's discerning customers and complement



the latest interior trends with ease of installation by neighbourhood electrician and use by even elderly and children at home.”

About SmartH switches

SmartH is first of its kind modular Glass finish Touch switches which is a blend of beauty with intelligence and fits in the existing Switch box. These switches can be operated by connecting with Internet and may be operated via smart phone as well. These smart switches offer unique benefits such as easy installation, various control options (fans, curtains etc), mood setting/ dimming lights, voice control as compared to any other products available currently in the market today.

About Crabtree

Crabtree, a premium brand with 100 years of legacy, known as the inventors of electrical switches having British roots, owned by Havells India Ltd. offers exquisite range of modular switches. Crabtree products represent a fine blend of art and science. Aesthetically designed products, maintaining highest levels of engineering excellence has helped Crabtree maintain its leadership position since its launch in the year 2002.

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 and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Crabtree and Standard.

With 43 branch offices and over 4000 professionals Havells has achieved rapid success in the past few years. Its 11 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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