

Havells celebrates Valentine's Day with its unique #StopMeriGroomingPeAssuming Campaign

- *With the latest digital campaign, Havells aims to reach out to its audience with key message of stopping assumptions and judgements made basis people's appearance and grooming*

National, 4th February 2021: Ahead of Valentine's Day, Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) company announced its latest digital campaign urging customers to take a stand against public assumptions associated with personal grooming. The campaign titled #StopMeriGroomingPeAssuming, set to continue till 15th February 2022 is live on Havells' official [Facebook](#), [Instagram](#), and [Twitter](#) pages. Conceptualized by the agency 82.5 Communications Pvt Ltd., the campaign features mega stars and youth icons Vicky Kaushal and Shraddha Kapoor who share their perspective around personal grooming, self-worth and social validation.

Kickstarting with a series of digital films on various social channels, the campaign focuses on bringing alive the personality of today's millennial that are rooted in self-worth and strength of personality rather than social validation. Themed around 'Personal grooming vs Public Assuming' the quirky and youthful films featuring Vicky Kaushal and Shraddha Kapoor representing today's youth who make this point in a light-hearted, quirky and fun manner, with the final sign off '#StopMeriGroomingPeAssuming.'

Commenting on the initiative, **Mr. Ravindra Singh Negi, President- Electrical Consumer Durables, Havells India said,** *"Today, we live in a world where we often face certain assumptions based on our personal appearance. Through the campaign, we aim to inspire people to change their perspective and thoughts associated with personal grooming and appearance. With youth icons and stars like Vicky Kaushal and Shraddha Kapoor, we want to reach out to the millennial generation and inspire them to create their distinctive style statement and flaunt it to the world against any external validation. Themed around 'Personal grooming vs Public Assuming', the campaign urges our audience to take charge of their looks and change the status quo."*

The first film of the campaign is live and the brand will launch two films in the coming weeks.

Access the video campaign [here](#).

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 14 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.

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