

Havells makes low income houses a lot safer; unveils “Reo Armour”-Compact MCB with enclosure

Guwahati, February 16th, 2017: Havells India Limited, the leading Fast Moving Electrical Goods (FMEG) Company today launched a unique offering of MCB with enclosure christened as ‘REO Armour’. The new range of ‘REO Armour’ comes with Compact MCBs in an enclosure for a pre-determined load and is aimed at providing top quality product to low cost housing sector that otherwise rely on sub-standard MCBs to guard against short circuits and other electrical hazards. **Reo Armour** is adroitly designed, entry level safety solution for houses and office/shops alike, which will be available under the widely popular **Reo** brand.

The new range has been completely designed and developed by the R&D team of Havells and will redefine the concept of protection against electrical risks like short circuits and overload, especially at a time when consumers use multiple electrical and electronic devices. The product comes with pre-installed isolator and has the option for cable entry from top/ bottom/ rear to make installation easier. **Reo Armour** is being manufactured at the company's state of the art plant at Baddi in Himachal Pradesh and will be available in the price range of Rs. 750-Rs. 1,385.

Speaking at the occasion, Mr. Dhruv Bhagat, Executive Vice President, Havells India Limited, said, “This launch is part of the overall strategy to further strengthen our leadership position in the switchgear segment and enhance our value-for-money product portfolio with highly reliable and user-friendly products to a large section of consumers across rural, semi-rural and urban areas. REO Armour offers ease of selection of right product, great aesthetics and ease of installation thereby making it a preferred choice for consumers. This safety solution will particularly appeal to those people, who have so far settled for products from the unorganized sector for critical protection against electrical risks.”

“Assam has been an important market for us. We are leaders in this market and will further enhance our presence in the state. We are present in tier I & II towns and basket of products from REO will help us go deeper to tier III towns and rural belt with population of less than 50,000. We feel REO can be over Rs 200 cr brand by end of next fiscal”.

HAVELLS INDIA LTD.

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Consumer Care No.:

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

CIN: L31900DL1983PLC016304



India's organized domestic switchgear market is estimated to be Rs.2100 - 2200 crore per annum. The company already is a market leader in domestic switchgear business in the country with over 28% market share.

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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