

3rd April, 2018

The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai- 400 051

NSE Symbol : HAVELLS

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400 001

Scrip Code : 517354

Sub: Intimation by the Company viz. Havells India Limited – Press Release

Dear Sir,

Please find enclosed herewith a copy of the press release being issued by the Company viz. Havells India Limited.

This is for your information and records.

Thanking you.

Yours faithfully,
for **Havells India Limited**



(Sanjay Kumar Gupta)
Company Secretary

Encl: as above

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 augments its presence in Uttar Pradesh

- Inaugurates its first exclusive retail showroom, plans to set-up 30 such retail showrooms in Uttar Pradesh by 2020
- Lloyd eyes to double its business in UP by 2022

Kanpur, April 3, 2018: Lloyd Consumer, India's leading consumer durable company is all set to augment its footprints in Uttar Pradesh. The company today inaugurated its first exclusive retail showroom in the state that will cater to the needs of the consumers under one roof. The company is planning to launch 30 such retail showrooms by 2020 and is eyeing to double its business in Uttar Pradesh in next 3-4 years.

Speaking on the company's business plans, Mr. Shashi Arora, CEO, Lloyd said, "Uttar Pradesh is witnessing a steady improvement in power supply availability with renewed focus of the government to push power sector & allied infrastructure projects. The reform in the power sector is driving the demand for quality electric appliances and consumer durables in the state. This endeavor will enable us to penetrate the remotest markets in UP serving the end-users directly and being a trusted brand, we are hopeful to witness an overwhelming response from consumers in the state."

Today, customer involvement is much higher in selecting various consumer durables and they are continuously looking for better aesthetics and convenience. Keeping in mind the ever-changing requirements of the customers, 'Lloyd Exclusive Retail Showroom' was conceptualized and it has emerged as a pioneering concept in the Indian consumer durable industry. The company already has more than 50 Lloyd exclusive retail showrooms across India. This retail showroom will offer wide ranges of energy efficient, ultra-modern and durable air conditioners, televisions and washing machines under one roof. The company also has a dedicated customer care helpline that offers prompt after sales services.

About Lloyd

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

For further information, please visit- www.myllloyd.com



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 12 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.

For more information please contact:

Havells India Limited
Amit Sharma
Ph: +91 9911236700

Fortuna PR
Ankit Vishnoi / Kushal Khosla
Ph: +91 9873892279 / +91 9891865029