

22nd February, 2018

The National Stock Exchange of India Limited
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.

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Registered Office: 904, 9th Floor, Surya Kiran Building,
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Consumer Care No.:
1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)
CIN: L31900DL1983PLC016304
GSTIN: 09AAACH0351E222

Havells India launches India's first Water Purifier with pH balance and Natural Mineral Fortification capability

The "First of its kind" water purifiers performs consistently across varied geographies

Gorakhpur, February 22, 2018: Addressing the main yet widely overlooked issue of contaminants from industrial & agriculture wastes polluting drinking water sources, Havells India Limited today unveiled a range of unique water purifiers capable of handling new age pollutants. These purifiers maintain the pH balance in water and add various essential minerals and trace elements lost during the reverse osmosis (RO) process.

A large part of Gorakhpur and adjoining regions is facing water crisis because of depleting water-table and discharge of pollutants in water bodies. This has led to contamination of the ground as well as surface water sources making it unsafe for human consumption. A series of reports over the years have highlighted that most of the drinking water sources in the region are perilously contaminated of high levels of Sulphate, Chloride, Arsenic, Lead and other extremely toxic elements like- Phosphorus, Cadmium, Calcium, Nickel, Magnesium, etc. This problem emanates as a results of water contamination by industrial effluents, untreated sewage discharge, rampant use of fertilisers in agriculture, etc. Havells range of technologically advanced water purifiers are designed to safely address such issues across varied geographies.

Unveiling this best in class range of water purifiers, **Mr. Shashank Shrivastav, Vice President, Havells India Limited**, said, "At Havells, we are committed to delivering innovative products that helps our consumers preserve good health and lead better lives. This enables us to develop products and services that meet specific needs of different segments of the population of our country's vast geographies. We take pride in announcing that our water purifiers are designed to offer 100% safe and healthy drinking water. We are hopeful that our exclusive water purifier with pH balance and natural mineral fortification capability will be well appreciated by our customers and help us gain strong foothold in the region."

On this occasion, **Mr. Shrivastav**, also share business plans in water purifier segment, "We are extremely delighted to foray into the water purification segment with these first of its kind water purifiers. With only 1 % of the country covered, this is an extremely under penetrated and much needed product, our products will address consumers need and we target to garner at least 10% market share in next 3-4 years.

"Our range of water purifiers are designed keeping Indian consumers, her kitchen space and changing water conditions, especially new age pollutants such as pesticides & industrial waste in mind. These machines can automatically detect the quality of input water and offer safe and healthy water. We are confident that consumers would love these aesthetically appealing and technologically superior offering from us", he further highlighted the advantages of Havells range of products.

True to its brand promise of 'Making a Difference', Havells range of water purifiers for the first time in the country would offer safe, healthy and mineral rich drinking water to consumers at the all times. The promise would be delivered across six variants namely "Digitouch", "Digiplus", "UTS", "Max", "Pro" and "UV Plus" that have been designed with clear focus on design excellence, technological advancements and consumer convenience. The product would also offer a host of advanced consumer convenience features such as programmable multi-fill options, feather touch consumer interface, alerts on performance, & preventive maintenance, operations and cartridge life. The range consists of six product variants, priced between Rs. 10,499 and Rs. 23,999.

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In the usual reverse osmosis (RO) process, most minerals are lost while removing impurities and total dissolved solids (TDS). In many instance, this leads to drop in pH of water. This low pH turns water acidic, thereby harming the human body, bitter taste is first indication. Many competing brands make correction in taste with a bypass of water from RO, this exposes consumers to the risk of various chemicals and heavy metals. Havells Water Purifiers are intelligently designed to purify water through 100% RO and UV purification, maintain healthy pH levels and fortify it with necessary natural minerals through a special cartridge thus delivering safe and healthy drinking water. The double UV purification ensures that water is kept fresh and safe at all times even during long storage of water in purifiers. Revitalizer in these purifiers makes water biologically active, this improves hydration and easy absorption in the body. These products have smart user interface and 'iProtect', a purification monitoring system that constantly monitors the purification process and ensures safe water & healthy water.

Havells water purifiers have been designed and developed at its R&D facility and manufactured at its state-of-the-art manufacturing plant in Haridwar with an installed capacity of half a million units per annum. With an expected growth of 15-20 per cent in this segment and aggressive plan to be a significant player, Havells' is fully equipped and future ready to ramp up the capacity to 1 million units per annum.

In line with the company ethos, the new range of water purifiers will carry unique performance benefits such as double UV purification, mineral fortification, revitalizer and unique conveniences such as programmable multi-fill options, feather touch consumer interface, alerts on cartridge life, performance & maintenance. There are a host of advanced consumer convenience features which interacts with consumers and gives alerts on preventive maintenance, operations and cartridge life.

Havells water purifiers would be available across Uttar Pradesh in a phased manner, through its sales & distribution network. The company has also created a dedicated ecosystem for after sales service. Service technicians have been trained for the in-house developed technology and would offer service in every part of the country. Customers would be able to reach through the toll free helpline of Havells that is served in 9 different languages.

About Havells India

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, Lloyd, Crabtree and Standard.

With 40 branch offices and over 6500 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:

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