

8th February, 2017

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 Gupta)
Company Secretary

Encl: as above

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, (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

Havells India Breaks Fresh Ground; Forays into Personal Grooming

- *Havells strengthens its grip in the Consumer segment through launch of widest range of personal grooming products.*
- *Aims to capture 25% market share in next 3 years*
- *Expands category - Launches baby hair clipper for the first time in the country; To enter baby care products segment by first quarter of FY17-18*

New Delhi, 8th February 2017: Havells India Limited, India's leading Fast Moving Electrical Goods (FMEG) Company, today announced its foray into personal grooming segment with the launch of array of high quality personal care product like Electric Shavers, Beard Trimmers, Grooming kit - Precision nose and ear Trimmer, Hair Straighteners & Dryers, Bikini Trimmer. The company also, for the first time in the country, launched baby hair clippers. These exclusively designed products will be available in the price range of Rs 1000- Rs 7200.

Speaking on the occasion, Mr. Anil Rai Gupta, Chairman & Managing Director, Havells India Limited, said, "We are extremely delighted to foray into personal grooming segment that offers enormous growth potential. At Havells, it has never been about maintaining status quo but to understand pulse of the discerning consumer, evolve, innovate, enter new categories with best in line products and establish leadership position while setting new benchmarks in industry excellence."

India has more than 50% population below the age of 25 years and more than 65% below the age of 35 years. It is expected that the average age of an Indian will be 29 years by 2020, compared to 37 years for China and 48 years for Japan. With rising young population, more disposable income and increased focus on personal grooming amongst Indian youth in both urban and rural areas, the category is set to grow at a fast pace. The personal grooming segment in India is currently estimated at Rs 1,500 crore and is growing at a healthy rate of 25%-30% per annum. Developed around the evolving needs of the Indian consumers, Havells personal grooming range is a perfect blend of unique designs and latest technology that comes with hallmark features of Havells products - *Style, Safety Durability and Convenience.*

The products would initially be available in all major cities of the country and over 400 exclusive Havells Galaxies where consumers can touch and feel products. The entire range would be available across the country by end of March, 2017. Apart from this, the company would be selling products through online e-commerce platforms.

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Mr. Saurabh Goel, Executive Vice President Havells India Limited said, "Personal grooming as a segment is experiencing swift and dynamic growth largely driven by an expanding middle class and an increased interest in personal grooming. We realized that despite our brand's strong recall and resonance among today's youth, we did not have any specific products for them. The launch of our wide range of contemporary and top quality products under the personal grooming segment will bridge this gap and strengthen our connect with young consumers who are key to this fast growing category."

He added, "Apart from our traditional channels we will also expand our network and reach out to cosmetics, departmental and pharma stores where consumers will be able to buy our latest range of grooming products".

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 REO 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.

For more information please contact:

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