

20th December, 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 Kumar Gupta)
Company Secretary

Encl: as above

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CIN: L31900DL1983PLC016304
GSTIN: 09AAACH0351E2Z2



Standard to strengthen its consumer product portfolio

Adds “Water Heater” to its consumer product portfolio

Kolkata, December 20, 2017: Standard, a well-known brand of Havells India Limited, today shared its strategy to strengthen its consumer product portfolio and double its revenues from the East in next 3-4 years. As part of the strategy, the company today unveiled a premium range of technologically advanced and aesthetically designed Water Heaters. **The new range of water heaters would come in five variants christened as “Zoe & Zoe Prime”, “Ameo”, “Amazer” and “Lyft” with a capacity ranging from 1 ltr to 25 ltr.**

The newly launched range of water heaters alongwith other consumer and industrial products would also be available through its exclusive brand shops popularly known as “Standard Galleries” Standard would double these Brand Shops by end of FY 18-19.

Speaking on the occasion, **Mr. Y. K Gupta, Associate Director, Havells India Limited** said, “In the last three years, we have revitalized the brand and focused on young consumers. The new strategy has paid well and the brand has doubled its revenues in the last 3 years. We expect a similar growth in the next 3-4 years. We hope that by the end of FY20-21, Standard would be a Rs 1000cr brand”.

Commenting on the launch, **Mr. Abhra Banerjee, Vice President, Havells India Limited** said, “We are extremely happy to launch new range of water heaters. This would further strengthen our consumer products portfolio and offer our consumers a wider range of products to choose from. We wish to garner close to 10% market share by 2020 of the approx. Rs 1500 Cr water heater market that is growing at the rate of 12%.”

“Our major focus for next 3-4 years would be to augment our outreach and be closer to our consumers. Simultaneously, we will strengthen our consumer product portfolio with newer products and ranges”, he concluded.

Standard has a strong presence in Metros and mini-metros and about 50% of the 1154 tier 1 to tier 5 towns in the country. The brand intends to address about 80% of tier 1 to tier 5 towns by the end of FY18-19. The company has a well-entrenched marketing and distribution network in the country with over 42 branch offices supported by around 2500 authorized dealers and 10000 strong retail outlets.

Standard water heaters come with a 7-year warranty on the inner tank giving complete peace of mind to customers. Built with high quality material and loaded with superior features, Standard Water Heaters are resistant to corrosion, oxidation and carbonization and has all weather adjustable thermostat for optimum water temperature and safety. The new range would be available in two colors - white & Ivory, priced between Rs 3500 to Rs 14000. These water heaters will be manufactured at one of the World’s most modern water heater plant located in Neemrana, Rajasthan.



ABOUT STANDARD

Standard is part of India's leading Fast Moving Electrical Goods (FMEG) Company, Havells India Ltd. Standard offers a wide range of products which includes highly differentiated domestic & industrial products such as Water Heaters, Fans, MCBs, RCCBs, Distribution Boards (DBs), ACBs, MCCBs, RCBOs Changeover Switches, Switch Disconnect Fuses (SDFs), HBC Fuses, Modular Switches, Copper Flexible Cables etc. Applying the same technological expertise, Standard has started manufacturing premium range of ceiling fans, table-fans, wall-mounted fans, pedestal fans and domestic exhaust fans. Very recently Standard has added a state-of-the-art Water Heater range to its' portfolio.

Standard has been serving the Indian customers with superior quality products for over five decades and has proved itself as a key player in the switchgear market of the country by constantly creating innovative solutions and upgrading its product ranges to meet the ever-changing demands of various segments of customers.