



Havells India Limited - Corporate Backgrounder

A company with an unflinching commitment to quality, innovation, and customer satisfaction, Havells India Limited has today emerged as the dominant player on the world map in key segments like industrial cable, switchgear, home appliances, lighting and fixtures. With a \$1.4 billion turnover, Havells has steadily spread its operations across the globe and entered new product categories.

Our product spectrum covers industrial and domestic circuit protection devices, cables and wires, CFL lamps, electric water heaters, fans, home appliances, modular switches, motors, power capacitors, self-priming monobloc pumps and luminaires for domestic, commercial and industrial applications.

Havells started its operations in the 1970s and since then, we have used a judicious mix of organic growth and inorganic opportunities to boost revenues and scale up business. Global recognition came Havells' way in 2007 with the stunning acquisition of Sylvania, which also pitch-forked it among the top four lighting companies across the world. Today, we own a range of established and trusted brands including Havells, Sylvania, Crabtree, Concord, Luminance and Standard. We are credited, and rightly so, for creating the category of FMEG or fast moving electrical goods in the country.

Since we sell our products in as many as 50 countries across four continents, our manufacturing is also spread across the world with eleven state-of-the-art manufacturing plants in India (Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar and Neemrana) and eight similar plants in Europe (UK, France, Belgium, Germany), Latin America (Costa Rica, Colombia), Africa (Tunisia) and China.

Given the enormous size, scale and reach of our operations, Havells today boasts of a 20,000 strong workforce, which is backed by 6,500 professionals spread across 91 branches and representative offices.

While manufacturing and R&D have been our hallmark, Havells has also consciously devised a number of marketing strategies to reach out to customers and ensure that they get the best of products and services. In line with this philosophy, we have pioneered the concept of exclusive brand showrooms in the FMEG industry with 'Havells Galaxy.' These exclusive showrooms are currently 270 in number and many more are in the pipeline. We are also the first FMEG company to offer doorstep service through 'Havells Connect' initiative and a call centre that addresses complaints in 9 different languages.

A firm focus on quality, processes, and connectivity coupled with wide spectrum of products and high service standards has helped us acquire several international quality certifications such as ASTA, BASEC, CPA, CSA, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain).

HAVELLS INDIA LTD.

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Consumer Care No.: 1800 11 0303, 1800 103 1313 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304



These certifications ensure that Havells products meet strict regulatory standards around the world and encourage us to only improve and raise the bar further. Havells was also awarded KEMA certification in 2005 by The Dutch Council for Accreditation, making the QRG Group (of which Havells India is proudly part of) the only group to achieve this feat.

Other creditable achievements include getting ISI certification for its complete range of CFLs in 2006, being the first Indian CFL manufacturer to adopt ROHS in 2008, launching the country's first HPF CFL in 2009, securing the first BEE five star rating for its fan in the same year and setting up India's first new generation CMH lamp plant in 2010. Havells was named the 'most trusted electrical brand by the Trust Research Advisory in 2013. Besides, the ministry of power, Government of India, conferred its National Energy Conservation Award for Ceiling Fans to Havells twice.

Our growth worldwide has been accompanied by a humane touch with Havells making meaningful contribution to bring positive changes in the society. We provide mid-day meals in government schools in Alwar (Rajasthan) for 55,000 students every day. This fetched recognition for Havells as a child rights champion from Child Relief and You (CRY). We have recently started construction of toilets for girl students in government schools in Alwar to ensure that the dropout rate for the girl child comes down.

Another group company, QRG Healthcare, runs a 140- bed hospital in Faridabad and is constructing a 400-bed hospital nearby. Havells contributes its mite to mitigate distress caused by natural calamities such as the recent floods in Bihar, the tsunami and also contributed to the Kargil National Relief Fund.

As we expand our reach to the corners of the globe, we will continue to broaden our product range and portfolio and maintain strict adherence to quality. Thanks to the enormous efforts by our employees, dealers, and other stakeholders, Havells today is synonymous with excellence in industrial and consumer electrical goods and we remain committed to deliver only the best for our valuable customers.

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