

Havells India Limited emerges as the most trusted brand for the third consecutive year

Ranked as no 1 under electrical equipment segment in the Brand Trust Report, India Study, 2014

Research conducted by India's foremost research agency TRA (Formerly known as Trust Research Advisory)

New Delhi, 20th May 2014: Havells India Limited, a \$1.3 billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint, has been ranked No 1 under the category of Electrical Equipment by TRA, formerly known as 'Trust Research Advisory' India's foremost research agency which conducts the most comprehensive primary research in the area of brand trust. Havells has been rated as No 1 in the category of Electrical Equipment for the 3rd consecutive year.

Each year, Trust Research Advisory (TRA) publishes "The Brand Trust Report" which lists India's most trusted brands. The report helps organizations to build, strengthen and maintain trust with stakeholders.

Speaking on the occasion, **Mr. Anil Rai Gupta, JMD, Havells India Ltd.** said, "We are extremely delighted to be ranked as the most trusted brand which testify our acceptability among consumers and commitment towards providing high quality and innovative products. We would like to thank all the people who supported us and showed trust in our brand".

This year, TRA has come out with "**The Brand Trust Report 2014**" in association with Indian Statistical Institute (ISI), a topmost semi government research agency and carried out a research across 16 cities generating 5 million data points and included over 20,000 unique brands. Out of the 20,000 brands spread over 284 categories, Havells has been ranked as the most trusted brand in the category of Electricals.

ABOUT HAVELLS

Havells India Ltd is a \$1.3 billion and India's fastest growing FMEG company (Fast moving electrical goods) its products range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, CFL Lamps, 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 global brands like Crabtree, Sylvania, Concord, Luminance and Standard.

With 94 branches / representative offices and over 6500 professionals in over 50 countries across the globe, the

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group has achieved rapid success in the past few years. Its 14 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Faridabad, Alwar, Neemrana, and 6 state-of-the-art manufacturing plants located across Europe, Latin America & Africa churn out globally acclaimed products. Havells is a name synonymous with excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to service customers. It has earned a number of international certifications including CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) for various products.

For more information please contact:

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