

## Havells India to Strengthen its Presence in Andhra Pradesh

- Opens new office in Vijayawada; First electrical company to have 7500 sq ft office in the city
- To open 10 new Havells Galaxy Showrooms by the end of this financial year in Andhra Pradesh
- To increase its dealers & distributors network
- Targets Rs 500crs in next three years from Andhra Pradesh and Telangana

**Vijayawada, 25<sup>th</sup> September, 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, today announced its expansion plans for the newly formed states. As part of its expansion plans to capture the growing demand for electrical goods in state of Andhra Pradesh, the company today inaugurated its new office in the city. The new office was inaugurated by Shri **Mr. D. Umamaheswara Rao**, Hon'ble Minister for Irrigation, Andhra Pradesh and **Mr. Gadde Rammohan**, **MLA of East Division**, Vijayawada alongwith senior officials from the company.

Havells India is the first electrical company in the city to have such a large scale office. The swanky new office is spread over an area of 7500 sq ft and is located at the prime location of Srinivasa Nagar Bank Colony, Vijayawada. Currently, the company has branch office in Vishakhapatnam and Hyderabad. With the opening of new office, the company plans to capture business across the state by ramping up its dealer and distributor network. The company plans to take its dealer network in Andhra Pradesh to about 300 dealers/distributors from 200.

Apart from widening its dealer network, the company is planning to open 10 more Havells Galaxy showrooms in the state. Havells Galaxy has become an extremely popular concept with both retail and institutional customers including channel partners. Currently there are more than 240 'Havells Galaxy' stores across India including 3 in Andhra Pradesh.

Speaking on the occasion, **Mr. Kapil Chugh, Associate Vice President, Havells India Limited**, said "After the recent bifurcation, the newly crafted states offer huge growth potential. Both the states are looking to build new industries, infrastructure and housing projects to give a much needed fillip to growth and job creation. Havells, which is present across product categories in the electrical equipment and domestic appliances industry, is well poised to capture this opportunity. We will continue to expand our product portfolio and offers customers a wide range of products to choose from. We expect AP to grow much faster and contribute over 50% revenues in the next few years".

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### **ABOUT HAVELLS India Limited**

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 group has achieved rapid success in the past few years. Its 11 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.

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