

## Standard Electricals to strengthen its presence in India

- Unveils New Brand Identity to Align with Changing Consumer Preferences
- Targets 1000 crore revenue by 2020

**Neemrana / New Delhi, 11<sup>th</sup> April, 2015:** Standard Electricals Ltd, a well-known brand and 100% subsidiary of \$1.4 billion Havells India Limited, today unveiled its new logo to align with changing preferences of consumers. The new brand identity, which is christened as graphic “S”, is an artistic take on the symbol of infinity and represents endless possibilities and growth opportunities.



The new Standard logo is a strong and clear representation of the company that is delivering best-in-class products & services to meet the diverse requirements of consumers. The “S” word in the new logo connects firmly with the “Standard” brand name and the curves indicate progression, flexibility and creative thinking.

The logo has been changed to strengthen the brand identity and complements the series of enhancements and new products that Standard launched recently. Over the last four-five years, Standard has built a formidable reputation with its high quality products and the new logo is intended to further cement that position.

Besides new brand identity, Standard is looking to tap new markets in India by launching superior and innovative products and entering new segments to boost business. The company is targeting to increase its dealer & distribution network from 1600 to 3000 by end of next year. Last year, the company had entered into premium range of domestic fans including Ceiling, Pedestal, Table, wall, & exhaust fan categories and launched a new range of modular switches named ‘Ivy’.

**Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Ltd, said,** “Over the years, Standard has emerged as one of the most trusted brands in the electrical segment offering a wide range of premium quality products at competitive pricing. The new logo is a part of our overall strategy to highlight strength of Standard products, deepen its commitment to both Indian and global markets and enhance the visibility of the brand. Standard brand currently contributes around Rs. 200 crore to our overall turnover and we target to achieve Rs. 1000 crore by the year 2020.

### About Standard

Standard is part of \$1.4 Billion 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 MCBs, RCCBs, Distribution Boards (DBs), ACBs, MCCBs, RCBOs Changeover Switches, Switch Disconnector 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.

### HAVELLS INDIA LTD.

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CIN: L31900DL1983PLC016304



Standard has been serving the Indian customers with superior quality products for over five decades. Over the years, Standard 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.

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