

Havells India takes strong action to counterfeit products

Conducts raids at Bhagirath Palace and Kanjhawala Road in Delhi

New Delhi, 23rd June 2015: Havells group along with the Economic Offences Wing of the Delhi Police conducted raids at Bhagirath Palace Delhi and Kanjhawala Road where fake MCBs (miniature circuit breakers) and distribution boards were manufactured and sold under Havells and Standard brand names belonging to Havells group which is renowned for FMEG (Fast Moving Electricals Goods) company.

The raid was conducted at Prakash Electric Co, Bhagirath Palace Delhi (Shop and Godown) and also at Kanjhawala Road (Manufacturing unit). The finished counterfeit products, including raw material, packaging material, screen printing equipment etc. carrying trademarks of Havells and Standard have been seized by the police. The Hon'ble High Court of Delhi has already declared Havells as a well-known brand and hence no one can use the brand name even outside the electrical domain.

The raids were conducted after Havells learnt that some traders and manufacturers were taking advantage of the company's strong reputation and were manufacturing, storing, marketing, packing and selling counterfeit products under Havells and Standard brands. The police have registered a case under the copyright act against Mr. Deepak Kumar, owner of Prakash Electrical Co. and one more person from Kanjhawala. Both the accused have been arrested. The accused will now face trial in a Delhi court. The company has zero tolerance policy in this regard and keeps a strong vigil through its intelligence network to tackle counterfeiters.

Official spokesperson of the company said, "The Indian Industry has been facing huge losses along with unquantifiable damage to brand reliability due to fake products. It is a matter of concern to us, that such counterfeit lifesaving electrical devices which are always of poor quality pose risk of life, health and safety hazards to the consumers. Besides resulting into cheating of innocent consumers and posing such risks, counterfeit products also cause loss of revenue of the Government, and bring in bad reputation to the brand. There is an urgent need to take strong measures to tackle the menace of counterfeit products by plugging loopholes in the legal and judicial system and ensuring strict action."

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ABOUT HAVELLS

Havells India Ltd is a \$1.4 billion FMEG company (Fast moving electrical goods) with a strong global footprint. Its product 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 91 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, Sahibabad, Faridabad, Alwar, Neemrana, and 8 world class manufacturing plants located in Europe (UK, France, Belgium,

Germany), Latin America (Costa Rica, Colombia), Africa (Tunisia) and China are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

Havells is a name synonymous to excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to serve its 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 its various products.

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