

Havells adds first 'Made in India' MCB to its portfolio; A complete in-house development launched in Odisha

- *Targets Rs 15 crore revenue from building circuit protection devices by end of FY2017 in Odisha*
- *Launches premium range of MCB and RCCB under "EURO II" series*
- *To ramp up production by 1.5 times in next few years*
- *To add 50 more dealer & distributors in Odisha by the end of FY15-16*

Bhubaneswar, July 13, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today launched a world class range of MCBs and RCCBs under "EURO-II" series in Odisha market. With this launch, the company has added first made in India MCB/RCCB in its portfolio which is completely designed and developed by the R&D team of Havells in India. The new series not only provides protection against overload, short circuit and electric shock (earth leakage) but is also designed to be one of the most user friendly Circuit Breaker available in the country as per global specifications.

With Indian consumers becoming more conscious about using safe electricity products across tier-I to tier-III towns, they prefer to buy branded and quality electrical safety devices like MCBs to safeguard their electrical & electronic devices and prevent short circuits that may even pose threat to life. The Havells Euro-II series has been developed keeping in mind the safety requirements of the new age customers, who use multiple appliances that often overloads the wiring system.

Apart from meeting the international standards, Euro II series offers:

- A unique design of Bi-stable mounting clip
- Safety terminals to eliminate the human error by electricians
- Larger terminals for allowing termination of higher size wires
- New outer design for better air circulation

Havells is one of the few companies to manufacture most of its products in-house. The new range of MCB/RCCB is being manufactured at the company's state of the art plant at Baddi in Himachal Pradesh. With the launch of new series, Havells plans to capitalize on the expected recovery in the industrial/construction industry by raising the current production from 1 lac poles per day to 1.5 lac poles per day in next few years.

Launching the new range of MCBs Mr. Y K Gupta, Associate Director, Havells India Limited said, "Odisha is an important market for Havells and we see a huge growth potential for our diversified product range in the state. The launch of Euro II series of MCB/RCCB is part of our core strategy to strengthen our market share of switchgear business in the state. We are targeting 20% growth from switchgear business in Odisha by the end of this fiscal year."

Speaking at the occasion, Mr. AV Jagdish, Vice President, Havells India Limited said, "Innovation has been at the core of our philosophy and the launch of the new high quality Euro-II series strongly reveals our in-house R&D capabilities and technological knowhow. We will continue to come up with new R&D backed and innovative range of products for our discerning customers in future".

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India's organized domestic switchgear market is estimated to be Rs 2100 - 2200 crore per annum for FY15-16. Havells continues to retain its No.1 position in the category with market share of about 28% with a pre-eminent position in both industrial and domestic switchgear categories.

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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