



Standard launches Consumer Connect campaign

- Flags off “Standard on Wheels” van across Rajasthan
- To connect over a million customers in over a month time

Jaipur, 5th August, 2015: Standard Electricals Ltd., a well-known brand of Havells, has launched a unique campaign to connect with consumers and inform them of various products from its portfolio. Standard has created 15 special vans that would run across the country to create awareness about the brand and its product amongst masses with special emphasis on tier-II and tier-III cities across India. One of those vans will run in Rajasthan for over a month covering almost all towns. The van is expected to touch over a million people in over a month's time.

The objective of the campaign is to create awareness about energy efficiency among consumers by showcasing its quality and energy efficient products ranging from modular Switches, MCBs, RCCBs, Fans & Cables that help cut down energy consumption. The mobile van is fully equipped to display product range and features through audio & visual effects.

Over the last four-five years, Standard has built a formidable reputation with its high quality and energy efficient products. The company has recently unveiled its new logo to strengthen the brand identity and complement the series of enhancements and new products that Standard launched in the last few years.

Speaking on this occasion **Mr. Madhur Bihari Sharma, Branch Head, Havells India Limited** said, “Rajasthan is an important market for the company’s long term growth due to huge infrastructure development. With the launch of Mobile Van initiative, our intent is to connect and move closer to our current and prospective customers and explain them the benefits that accrue from energy efficient products. We will also have a team of experts to handle technical queries”.

Currently, the company has an exclusive network of dealers and distributors for brand Standard across the state. Company plans to increase the dealer and distributor network to 150 from over 80 today. Also, the company is targeting a growth of 30% in revenue from the brand in the state in the current fiscal.

About Standard

Standard is a brand 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.

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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