

## Havells Launches Second 'Shop-in-Shop' showroom in Jodhpur

*Exclusive retail store to meet all lighting and electrical needs of consumers under one roof*

**Jodhpur, 17<sup>th</sup> January, 2016:** Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint, today inaugurated its exclusive retail showroom 'Shop-in-Shop' in the city of Jodhpur. This is the 2 'Shop-in-Shop' showroom in the city. **The showroom was inaugurated by Shri Gajendra Singh Shekhawat, Hon'ble Member of Parliament, Jodhpur.**

'Shop-in-Shop' showroom will offer people of Jodhpur an end to end solution to all electrical needs from the time electricity enters home to the light output. It offers a wide range of stylish & high quality and energy efficient electrical equipment including Industrial Switchgears, Cables, Fans, CFLs, Lighting Fixtures, Electrical water heaters, Crabtree switches and Domestic Appliances, etc.

Most of the electrical products from Havells today are part of the home décor and reflect an individual's personality and lifestyle. Today, customer involvement is much higher in selecting various electrical products and they are continuously looking for better ambience and convenience. Keeping in mind the ever changing requirements of the customers, 'Shop-in-Shop' was conceptualized and has emerged as a pioneering concept in the Indian Electrical Industry.

**Expressing happiness over the opening of 2 'Shop-in-Shop' in Jodhpur, Mr. Sanjay Goyal Branch Head - Jodhpur.** said, *"The Shop-in-Shop symbolizes Havells' innovative leadership position in the Electrical and Power Distribution equipment market. It will serve to provide an array of electrical appliances and consumer products, all created to adhere to the demands of modern living. The products we are offering combine the attributes of elegance, technological advancement and convenience in one"*.

"The concept of 'Shop-in-Shop', a One Stop Shop is dynamic and differently positioned from the retail format existing in the country and we are glad to serve end-users directly through this initiative of ours", he added.

Havells business in Rajasthan has shown an upward trend in terms of turnover and within a short span of time, the company has entrenched itself to become the most preferred brand in the electrical equipment industry.

Havells plans to open many such 'Shop-in-Shop' by the end of this financial year.

It's a great way to shop for all your lighting and electrical needs!!!

### 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.

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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 12 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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