

Press release

Havells launches its first indigenous MCB and RCCB- Euro II series

- *Expects 10% growth by end of current fiscal from the state*
- *Targets a revenue of Rs 1000 crore by end of FY16-17 from the state*
- *To double dealer & distributors network in Uttar Pradesh in the next 2-3 years*
- *With growth in demand, aims to ramp up production by 1.5 times in next few years*

Lucknow, Feb 02, 2016: Havells India Limited, a leading Fast Moving Electrical Goods (FMEG) Company with a strong national presence, today launched its first Made-in-India MCBs and RCCBs under “EURO-II” series in Uttar Pradesh. These are the company’s first MCBs and RCCBs that are designed, developed and manufactured in-house conforming to international standards. The state is one of the very important markets for the company and contributes around 13% to the overall revenues of the company. The company today has presence in all 232 towns in the state and is focusing to expand its channel network from 550 to over 1000 in next 2-3 years.

Havells is a unique company in the industry to manufacture over 90% of its products in-house. The new range of MCB/RCCB is being manufactured at the company's state of the art plant in Baddi, 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.

Speaking at the occasion, **Mr. Rakesh Mehrotra, Associate Director, Havells India Limited**, said, “The launch of EURO-II series is a part of our constant endeavour to provide upgraded technology and superior products to our consumers. Due to ever evolving consumer needs, higher usage of electricity, new technology and design were need of the hour. Euro-II series not only addresses all the issues but will further help us consolidate our leadership position in the state and the industry. Our unique range of switchgears represents a mix between advanced technology, functionality and aesthetic design to match the taste of modern day consumers.”

“Uttar Pradesh is an important market which has shown tremendous growth opportunities for our long term growth. We will expand our network in the state and add more Havells Galaxy showroom in the State in the next 2-3 years”, he further added.

Keeping in mind the safety requirements of today’s discerning consumers, the new range of “EURO-II series has been completely designed and developed by the R&D team of Havells to provide enhanced safety against overload, short circuit and electric shock. Incorporating all the safety features, Havells EURO-II range redefines the concept of protection.

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, India

Tel: +91-120-3331000, Fax: +91-120-3332000

E-mail: marketing@havells.com, www.havells.com

Registered Office: 1, Raj Narain Marg, Civil Lines, Delhi - 110 054 (India)

Consumer Care No.: 1800 11 0303, 1800 103 1313 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304

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 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. India's organized domestic switchgear market is estimated to be Rs 2100 - 2200 crore per annum for FY15-16.

ABOUT HAVELLS

Havells India Ltd is a leading FMEG company (Fast moving electrical goods) with presence across India. 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 brands like Havells, Crabtree and Standard.

With 40 branch offices and over 4000 professionals Havells 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 and Neemrana 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 largest distribution network serves its customers promptly and efficiently. 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.

For more information please contact:

Havells India Limited

Anil Sharma

Ph: +91 9811499946

Email: anil3.sharma@havells.com

Fortuna PR

Vikas Mahajan

Ph: + 91 9953619912

Email: vikas@fortunapr.com