

Havells forays into Air Purifiers Segment

Unveils innovative and premium range of Air Purifiers to curb Air Pollutants

New Delhi, June, 2016: Havells India Limited, India's leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today forayed into a new product segment with the launch of innovative and premium range of air purifiers in the domestic market. Havells air purifier come in three different capacities 428 Sq ft, 856 Sq ft and 1070 Sq ft and the models are priced between Rs.21,995 to 37,995. The air purifiers are available at in all the key cities across Havells network and leading e-commerce portals.

In today's world pollution is not only limited to outside, it has sneaked into our homes too and is more pollutant than outside pollution. The air quality at our homes has dropped down to a new low, pollutants like combustion gases, chemical fumes, bacteria, virus, pollens, dust, mites, cigarette smoke, hair, etc. The answer to all these problem is very simple breathe Havells Air Purifier fresh air. Havells Air Purifier removes optimal indoor pollutants, so that you can breathe in pure every day.

Havells Air Purifier comes with advance HEPA technology, which effectively eliminates major pollutants of the indoor air and ensures considerable improvement in air quality. Clean Air Delivery Rate (CADR) in Havells Air Purifier is among the best in class. It comes with Air quality sensor with LED indicator and Ionizer feature with selective models. It has feature like Auto mode, Silent mode, Health plus lock, which keep all harmful pollutants at bay.

Havells Air Purifiers clean the air through most trusted 3-stage filtration process. The first stage pre-filtration catches large dust particles, dander & hair of pets and humans, which can be harmful. The second stage has advanced HEPA filter, which effectively filters P.M. 2.5 upto 0.02 micron particles with a removal efficiency of 99.9 percent that enhances indoor air quality. The third stage comes with dense carbon granules that help in removing bad odors, harmful gases & chemicals from the air.

Speaking at the occasion, Mr. Saurabh Goel – Senior Vice President, Havells India Limited said, “Havells has always been committed to introduce innovative products for its existing and prospective customers, which adhere to their changing lifestyle, preferences and requirements, including those related to healthy living. With the deteriorating level of air quality in India, especially in metro cities, we believe that our technologically advanced air purifiers will remove the air of its pollutants and provide fresh and clean air at both homes and offices, thereby ensuring the wellbeing of our valuable customers.”

“The launch of air purifiers is a very important milestone for Havells and we expect to acquire a significant market share in this growing segment of the market with our superior technology, outstanding design and aesthetics, he added.

Havells AP 22, AP 43, & AP 56 is ideal for a room size of 428ft, 856ft & 1070ft, respectively.

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ABOUT HAVELLS

Havells India Ltd is a leading FMCG 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.

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