

## Havells strengthen its presence in North East Region

*Launches World's most advanced, Made in India range of Water Heaters "Adonia" in Mizoram*

- Communicates different temperature levels with colour changing LED technology; a world's first
- Equipped with India's first ever integrated shock resistant plug for maximum safety
- *Target revenue of Rs300 from Northeast region in FY 16-17*

**Aizawl, November 9th, 2016:** Havells India Limited, India's leading Fast Moving Electrical Goods Company, today further strengthened its presence in the North East region with the launch of world's most advanced, Made in India range of water heaters "Adonia" in the state of Mizoram that uses colour changing LED technology to communicate different temperature levels.

The "Adonia" series provides excellent functionality that perfectly blends with consumer aspiration and is higher on both aesthetics and safety. The water heaters come with a patented temperature sensitive LED that changes its color from Blue to Amber as the water heats from normal to a maximum of 75 degrees. Unlike conventional geysers with only red and green colors, these technologically advanced water heaters allow consumers to choose just the 'right' temperature as per their comfort for utilizing water. This revolutionary feature will also protect consumers against sudden exposure to water at very high temperature.

The product comes with a 7-year warranty on the inner tank to give complete peace of mind to the customers. Available in two colors - white & Ivory, this ergonomically and aesthetically designed range of water heaters comes in the price range of Rs 11000-14000.. The new range of water heaters are being manufactured at the World's most modern plant in Neemrana, Rajasthan which was set set-up last year.

**Speaking on the occasion Mr. Anil Sharma, Deputy Vice President, Havells India Limited, said,** "Havells has always set the benchmark in launching pioneering products and I am happy that once again we are redefining the industry with this innovative range of water heaters. The launch is also a testimony of our efforts to offer only path breaking and energy efficient products to our valuable customers on the back of our strong in-house R&D set up and manufacturing excellence".

He further added, "North East region is a prominent market for us and we have seen a robust demand for our products in this region. Our brand has grown manifold here and we will continue to offer such unique products in future as well which will fulfil all safety and aesthetic parameters of our customers here. Also, in order to meet the growing demand of our products in this region, we are planning to set up a greenfield manufacturing unit near Guwahati which will manufacture MCB's, switches and electronic products".

**Mr. Sundeep Phukan, (Branch Head Havells – Guwahati) said,** "Our latest range of water heaters is a blend of compact design, advanced technology and added safety. We are already leaders in this region as our products are widely accepted by all segments of consumers. Northeast region contributed Rs.200 crore to the overall revenue of Havells in the last fiscal year and with the growing demand of our products here, we are expecting to generate revenue of Rs. 300 cr in FY16-17".

Havells has been operating in the North East region since the past three decades and is the only electrical company having the largest business volume, manpower, service setup and modern warehousing facility. The company has the largest manpower in Manipur, Tripura, Mizoram and Meghalaya and is further planning to enhance the team in all north east states in the coming days. The company also has a strong presence in the region with a network of over 200 dealers and distributors.

### 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.

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