

Havells unveils revolutionary range of fans for contemporary homes

Launches indigenously crafted "Octet", India's first fan with 8 blades

Launches First App based "Smart Fan - Futuro"

- Launches Many New variants of world-class stylish fans for the upcoming summer season
- Targets to be a strong No2. brand in Fans in the Southern Indian Market

Chennai, February 14th, 2017: Havells India Limited, the leading Fast Moving Electrical Goods (FMEG) Company, today unveiled its revolutionary range of fans to cater to today's contemporary homes. The company unveiled India's first fan with 8 blades "**Octet**" with maximum air delivery; "**Futuro**" India's 1st smart Bluetooth technology enabled *smart fan*, which can be controlled by any iOS or Android Smart phone and "**Efficiencia**", a BLDC technology fan which is 57 % more energy efficient than a conventional fan and consumes only 32 Watt, with unique Dusto-phobic metallic paint finish that ensures less dust accumulation & ease of cleaning. Apart from this, the company launched two other variants of aesthetically crafted and Technologically advanced, fans namely "**Urbane**" & "**Enticer Art**" that have been designed to perfection and aesthetically created for the discerning consumers for their contemporary homes.

The new range of fans have been indigenously developed by the R&D team of Havells and custom-crafted for today's modern and sophisticated customers. The new range of fans are first of its kind in the market place with a unique blend of advanced technology, superior functionality and exquisite design. The new range will be manufactured at the company's modern manufacturing plant at Haridwar.

Speaking on the occasion, Mr. Saurabh Goel, Executive Vice President, Havells India Limited, said, "We are delighted to introduce a wide range of fans, which is set to revolutionize the fan industry in India. Conceived and designed by our in-house R&D team, the fans are a testimony to Havells' unflinching commitment to Design and High Quality. This launch is part of our strategy to further fortify our position as a Brand of Choice for the discerning Customer of today."

He further added, "All our New Launches would be on two basic pillars of 'High technology' and 'stylish aesthetics'. With these launches, we are confident that Havells position as an innovative brand will be further cemented in the consumer's mind. Havells, which is already the most loved customer brand in

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the *decorative fans* segment.”

Octet comes with unique 8 blades, superior air delivery and enhanced performance and is synonymous with contemporary looks and stylish design. The fan blades will come with exclusive ‘water film’ technology giving it a unique wooden look and finish. With 8 blades the fan is ‘silent’ and gives air delivery in excess of 270 cmm, which is highest in the segment.

Efficiencia is a BLDC ceiling fan that would revolutionize the Indian Fan market with its extremely efficient motor and low power consumption. The fan is 57% more energy efficient than a conventional fan and consumes only 32 Watt power at full speed and just 8Watt at 1st speed. It also comes with unique Dusto-phobic paint finish which ensures less dust accumulation & ease cleaning.

Futuro is India’s first Bluetooth smart fan which can be controlled by Smart phone, For controlling the fan, customer has to download Havells Smart app & register the fan. 8 Fan speeds, LED Light On Off & timer function can be controlled with any smart phone which can be either iOS or Android. In addition a Remote Control has been provided for customers who do not use a smart phone.

Enticer Art is a “limited edition” fan with unique ‘in mould design’ in plastic decorative parts, which is first of its kind. This fan also has dust-phobic paint finish which ensures less dust accumulation and ease of cleaning.

Urbane is an aesthetically designed and technically advanced under light fan equipped with LED lights. It is an indigenously designed model available in vibrant electroplated shades. The fan is also equipped with color changing technology and the consumers can change the colour of light (either white or yellow i.e. cool light & warm light options) with the help of a remote.

In addition to the above models an exciting range of Pedestal Fans also has been launched.

India’s organized fan market is currently estimated to be Rs 6500 crore and currently the company commands a market share of 14%. Havells entered the fans segment in 2003 and has today emerged as one of the fastest growing, most trusted and is amongst the top 4 brands. The company offers a wide range of high performance, decorative and energy saving fans to quality conscious customers.

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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, 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 REO and Standard.

With 43 branch offices and over 4000 professionals Havells has achieved rapid success in the past few years. Its 11 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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