



Crompton Greaves Consumer Electricals Limited

Registered & Corporate Office:

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Date: April 04, 2025

To, BSE Limited ("BSE") , Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, National Stock Exchange of India Limited ("NSE") , "Exchange Plaza", 5 th Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai – 400 051.
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 04/2025-26	Our Reference: 04/2025-26

Dear Sir/Madam,

Sub: **Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release**

Please find enclosed herewith the press release titled **"Elevate your space with the Crompton's 3-star energy efficient, Avancer Swirl Ceiling Fan – a perfect combination of Aesthetics and Technology!"**

The above information is also being made available on the website of the Company at www.crompton.co.in

This is for your information, and you are requested to bring this to the notice of your constituents.

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

Rashmi Khandelwal
Company Secretary & Compliance Officer
ACS – 28839

Elevate your space with the Crompton's 3-star energy efficient, Avancer Swirl Ceiling Fan – a perfect combination of Aesthetics and Technology!

04th April 2025, Mumbai: Crompton Greaves Consumer Electricals Ltd., a leader in the consumer durables segment, has introduced its new Premion Avancer Swirl ceiling fan. Designed to bring a touch of luxury to living spaces, this premium induction fan combines stylish aesthetics with powerful technology and superior performance.

Inspired by the graceful swirl of a ballerina, the Avancer Swirl embodies timeless elegance and dynamic motion. This unique aesthetic, combined with its exceptional performance, makes the Avancer Swirl a truly remarkable addition to any home, thereby enhancing its comfort and style. Whether you're seeking relief from humidity or a quick cool-down from scorching temperatures, Crompton's Premion Avancer Swirl is the ideal solution for all.

As energy efficiency and home aesthetics become increasingly important, consumers are seeking ceiling fans that not only provide effective cooling but also blend seamlessly with their interior decor while reducing electricity costs. With humidity levels rising during the ongoing monsoon season, fans have become essential household appliances. Crompton's Premion Avancer Swirl ceiling fan is crafted to address these demands, offering superior air delivery and anti-dust finish, coupled with a sophisticated design that complements a diverse range of interior styles. Its 3-star energy-efficient features further make it a better choice for consumers who value both comfort and affordability.

Transform your living space with the Crompton Avancer Swirl, designed with a focus on aesthetics and featuring a sleek, modern look that enhances any décor. The fan stands out from other products by offering an amazing combination of features like:

- **Unmatched Air Delivery:** Even during the most challenging conditions, this fan's superior air delivery of 225 CMM ensures ideal air comfort
- **Redefining Energy Efficiency:** BEE 3-star rating offer significant energy savings, making this product a sustainable option for environmentally responsible consumers and helping to reduce electricity bills without compromising on comfort
- **Duratech Technology:** Avancer Swirl is powered by Crompton's Duratech Technology, which uses superior motor components giving the desired robust performance and long component life
- **5-Year Warranty:** This excellent product comes with a significant 5-year Duratech warranty, which demonstrates Crompton's dedication to customer satisfaction.

Speaking about the company's newly launched product, **Mr. Rajat Chopra, Business Head – Home Electricals & Pumps, Crompton Greaves Consumer Electricals Ltd.** said, *"At Crompton, a brand synonymous with innovation and reliability in the consumer durables space, we strive to create products that elevate everyday living through engineering excellence and design sophistication. Avancer Swirl ceiling fan represents this commitment, seamlessly blending advanced technology with elegant design. This premium fan is crafted to offer exceptional performance while enhancing the aesthetics of any living space. By combining meticulous craftsmanship with a focus on energy efficiency, we've created a fan that goes beyond functionality—it brings luxury and style into the heart of your home."*

Crompton Avancer Swirl ceiling fan is available in a range of 6 new colors – Conch Cream, Ice Coffee, Shadow Grey, Dark Sapphire, Americano Brown, and Cocoa Gold. The MRP of the product is Rs 7499 and it is available at all Crompton authorized retail outlets and leading e-commerce platforms.