



Crompton Greaves Consumer Electricals Limited

Registered & Corporate Office:

05GBD, Godrej Business District, Pirojshanagar,

Vikhroli (West), Mumbai 400079. India

Tel: +91 7304575254

W: www.crompton.co.in CIN: L31900MH2015PLC262254

Email: crompton.investorrelations@crompton.co.in

Date: March 28, 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: 247/2024-25	Our Reference: 247/2024-25

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 "**Crompton rolls out its all new range of Aura, Avancer & Jedi Air Coolers for an effortless summer cooling experience.**"

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

Crompton rolls out its all new range of Aura, Avancer & Jedi Air Coolers for an effortless summer cooling experience

Engineered for India's Scorching Summers – Crompton's latest air coolers combine powerful airflow, durability and convenience

28th March 2025, Mumbai – With the summer sun turning up the heat, staying cool is no longer a luxury—it's a necessity. To help consumers beat the rising temperatures, **Crompton Greaves Consumer Electricals Ltd.**, renowned for its trust, quality, and durability, has introduced its latest air cooler range – the Aura, Avancer, and Jedi series. Leveraging its expertise as the #1 brand in fans and residential pumps, Crompton continues to address customer pain points with innovative and faster cooling solutions. These new models ensure superior cooling, offering quick relief and enhanced comfort during the sweltering months.

As temperatures soar each year, staying cool and comfortable has become a growing challenge for consumers, especially during long summer days and nights. While air coolers offer a cost-effective solution for instant relief, their adoption in India remains surprisingly low due to limited awareness. Crompton seeks to change that with its latest range of air coolers—Aura, Avancer, and Jedi—designed to provide powerful cooling, enhanced portability, and everyday convenience. Whether it's for a restful night's sleep or staying cool during household chores, Crompton's Air Coolers are built to keep you comfortable, wherever you need them.

The newly launched range offers cooling solutions tailored to different needs:

- **Aura Series (Desert 70L / 90L / 110L):** Designed for larger spaces, this series features a powerful fan blade that delivers superior airflow, keeping your home comfortably cool. The special ice chamber accelerates the cooling process, while the Everlast Pump ensures reliable performance even with hard water. High-density honeycomb pads provide long-lasting and consistent cooling, making this series a refreshing and breezy addition to your home.
- **Avancer Series (Desert 65L / 80L / 95L):** Ideal for medium-to-large spaces, this series comes with a sharp fan blade for strong and steady cooling. The 4-way air deflection system spreads cool air evenly in all directions, creating a consistently comfortable environment. The Everlast Pump offers durability even in hard water conditions, while the high-density honeycomb pads generate intense cooling. With a convenient autofill function that automatically refuels the cooler and a water level indicator to keep you informed, this series offers a seamless way to turn up the chill and match your mood.
- **Jedi Series (Desert 70L / 95L):** Perfect for medium-to-large spaces, this series features an efficient fan blade that delivers efficient airflow, ensuring steady and consistent cooling. The special ice chamber speeds up the cooling process, while the Everlast Pump withstands hard water usage for lasting performance. High-density honeycomb pads provide reliable and consistent cooling, making this series a dependable solution to keep your home cool and comfortable.

Speaking about the new launch, **Malhar Vadke, Vice President – Large Domestic Appliances, Crompton Greaves Consumer Electricals Ltd said,** *"At Crompton, we have always believed in delivering meaningful innovations that solve everyday challenges while upholding our promise of quality and reliability. With summers becoming increasingly intense, the need for effective and dependable cooling solutions has never been greater. Our new Aura, Avancer and Jedi series air coolers are designed with this in mind— powerful airflow, enhanced portability, durability and everyday convenience. Built with durable materials and advanced features, this range reflects Crompton's commitment to creating products that deliver genuine value and stand the test of time. Whether it's helping families enjoy peaceful nights or making everyday living more*



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comfortable, even during the peak of summer, these coolers are built to keep homes refreshingly cool throughout the season."

Available at Crompton-authorized retail outlets nationwide and on major e-commerce platforms, Crompton Air coolers are thoughtfully engineered to offer optimal cooling performance and seamless comfort throughout the summer season.