

7th April, 2025

The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai- 400 051

NSE Symbol : HAVELLS

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400 001

Scrip Code : 517354

Sub: Intimation by the Company viz. Havells India Limited – Press Release

Dear Sir,

Please find enclosed herewith a copy of the press release being issued by the Company viz. Havells India Limited, titled “**Lloyd Unveils Luxuria Collection, Expands Manufacturing to Meet Rising Demand**”.

This is for your information and records.

Thanking you.

Yours faithfully,
for **Havells India Limited**

(Sanjay Kumar Gupta)
Company Secretary

Encl: as above

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA). Tel: +91-120-3331000, Fax: +91-120-3332000, E-mail: marketing@havells.com, www.havells.com
Registered Office: 904, 9th Floor, Surya Kiran Building, K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)
For CARE 360, Call us : for Havells : 08045771313, for Lloyd : 08045775666. CIN: L31900DL1983PLC016304

Lloyd Unveils Luxuria Collection, Expands Manufacturing to Meet Rising Demand

- Lloyd introduces its Luxuria series with range of air conditioner products under the StunnAir Stylus, Stellar, and the all-new categories
- The series also features launches of the Lloyd refrigerator (KOLOR), Lloyd Mini LED TV, and Novante Washing Machine
 - To keep up with the growing demand for cooling products, Lloyd has increased its manufacturing capacity to 3 million ACs.

National, 7th April, 2025: Lloyd, a leading consumer durables brand from Havells India, is elevating its product offering with a new line-up of luxury cooling solutions with the launch of the Lloyd Luxuria Collection. This exciting expansion includes the introduction of the innovative **StunnAir**, and the expansion of the already popular **Stellar & Stylus models**. With this, Lloyd is enhancing its premium air conditioner offerings, responding to the growing demand for high-end products. In addition, to meet the anticipated rise in consumer demand and build on last year's successful launch, Lloyd has ramped up the combined manufacturing capacity of its **Ghiloth and Sri City plants to 3 million Acs per annum**.

The Lloyd Luxuria Collection brings together top-notch craftsmanship, innovative technology, energy efficiency, and elegant design ACs. This expansion is driven by a keen understanding of consumer demand for premium air conditioning solutions. By increasing its focus on this segment, Lloyd is not just meeting expectations—it's raising the bar for comfort and innovation, delivering on the needs of customers who prioritize quality, performance, and style.

On the launch, **Yogesh Kumar Gupta, Executive Director, Havells India Limited**, said, *"Lloyd has always been at the forefront of innovation, and last year's lineup was received exceptionally well, really solidifying our position in the premium AC market. Launching the Luxuria collection is our way of building on that success and responding to the increasing demand for thoughtfully curated cooling solutions. The StunnAir, with its features like AI-powered cooling and voice commands, sets our portfolio apart. The move toward luxury in air conditioning isn't just about adding high-end features; it's about creating a complete experience. With the StunnAir, Stellar and Stylus, we are reshaping what comfort means. Expanding our manufacturing capacity at Sri City reflects our confidence in this vision and our commitment to delivering outstanding value, all while staying true to our high standards of quality."*

Speaking on the occasion, **Alok Tickoo, Executive Vice President, Lloyd**, shared, *"The launch of the Lloyd Luxuria Collection is a big moment for us. With the addition of the StunnAir to our lineup, which already includes the Stellar & Stylus models, we're raising the bar in the premium air conditioning market. What really excites us is how these units not only perform exceptionally well but also fit beautifully into modern homes. The Luxuria Collection is part of our larger effort to enhance the way our customers live, creating environments where comfort and style can coexist."*

The launch of the Luxuria Collection highlights a significant shift in consumer priorities toward products that marry innovation with design. Today, homes are an extension of one's personality, a reflection of taste. As homeowners increasingly seek modern environments, there is a growing demand for air conditioners that not only perform exceptionally well but also enhance interior aesthetics. The Luxuria Collection is Lloyd's answer to this evolving mindset for the customers who refuse to compromise on luxury.

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“At Havells, we believe great appliances should do more than just perform—they should enhance the way we live. The KOLOR Refrigerator, Mini LED TV, and Novante Washing Machine blends convenience, efficiency, and style to meet the evolving needs of modern homes. From immersive entertainment to smarter laundry care, every product is designed to make daily life easier and more enjoyable. Thoughtfully crafted with a focus on real-world utility, the appliances bring together innovation and elegance in a way that truly matters. By continuously raising the bar in home solutions, we remain committed to delivering quality, reliability, and a reliable user experience,” said **Rajesh Rathi, Sales Head & Executive Vice President, Havells India Limited.**

StunnAir Air Conditioner

The StunnAir air conditioner redefines intelligent cooling with cutting-edge AI and sleek design. Its AI-Powered Cooling adapts to user preferences, while **INDRI (Individual Detection and Range Imaging)** can differentiate between a human & non-human i.e. objects and adjusts its airflow for maximum comfort and efficiency and even shuts down & starts automatically basis human presence. The intelligent **Find Me** and **Miss Me** modes directs air towards or away from the user, and 3D Airflow ensures even distribution of cool air throughout the space.

This **6 in 1 Expandable AC** is capable to **cool even at 60°C**, for instant relief, **Rapid Cooling** drops temperature to 18°C in just 30 seconds, powered by 20% enhanced air suction and 10% increased airflow. AI based Direct Voice Command offers hands-free control as it supports all important commands right from turning ON / OFF or changing temperature & Fan Speed with no requirement of Wi-Fi, Data, Smart Phones or Devices, just say Hello Lloyd !! While the Interactive LED Fascia and Ribbed Glass-Inspired Design adds a premium & modern touch, making it a perfect blend of intelligence & style and then the **Sliding Fascia** further enhances its beauty when the AC is turned on.

This power packed AC also offers **In-Built Air Purifier** which not just indicates Real Time IAQ of the room but also ensures healthy environment for its users. To further enhance the beauty of the product **Mood Lighting** plays the best role as users can customize 7 mood lighting colour options as per their liking and needs, even when the AC is in stand-by mode.

Stellar, Stellar Duo, Stellar Art, and Stellar Grace Air Conditioner

The Stellar range has been enhanced with the Stellar Duo, Stellar Art, and Stellar Grace, all part of the premium Lloyd Luxuria series. Each of these models features subtle yet impactful design elements with a top up of customizable lighting effects. The **Stellar Duo** is a heat pump AC, while the **Stellar Art** and **Stellar Grace** features unique solutions to suit modern interiors. The addition of Mood-based Ambient lighting in these models allows users to set their ideal atmosphere with ease.

Lloyd Stylus Air Conditioner

The Lloyd Stylus air conditioner blends innovation with style, offering a **DIY changeable fascia** that lets users customize panels in coloured, marble, and wood finishes to match their décor. More than just an AC, it is a design statement that adapts to the environment. Equipped with **built-in Wi-Fi**, the Stylus enables seamless smart control, while its **6-in-1 Convertible feature** adjusts cooling capacity for maximum efficiency. **Automatic Humidity Control** ensures better air quality, making Stylus an ideal fusion of aesthetics, comfort, and advanced technology.

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Masterpiece Air Conditioner

Lloyd Masterpiece Air Conditioners are designed for efficient, seamless cooling in any space. Its **Opti-Breeze Technology** ensures super quiet performance with effective wind free cooling and its **Top-Throw Air Discharge** offers uniform airflow, making it perfect for mid-sized rooms. Inverter Technology of this **6 in 1 Convertible AC** and its 5-Star Energy Rating, delivers powerful cooling even at 52°C while keeping energy consumption in check. For added convenience, the **Automatic Temperature Control** maintains the ideal climate without fluctuations, while **Feather Touch Controls** offers effortless operations for its users. It's whisper-quiet performance and sleek & compact design make it a true Masterpiece and perfect fit for apartments, offices, and modern living spaces.

KOLOR Refrigerator

The Lloyd Direct Cool Refrigerator, KOLOR, combines smart technology with stylish design for a seamless cooling experience. Its **Anto-Defrost Technology** automatically detects and initiates defrosting, eliminating manual effort. Advanced sensors ensure better temperature control and energy efficiency, optimizing cooling while reducing power consumption.

For faster performance, the **Express Freeze Mode** delivers instant freshness, while **Faster Ice Making** ensures quick ice formation. The **Digital Temperature Control** allows precise adjustments for customized cooling. Designed for modern homes, the refrigerator is available in stunning pastel shades, **Sunkissed Yellow and Minty Green** with a designer handle, blending aesthetics with functionality. The KOLOR refrigerator is available in three capacities – **195L, 216L, and 240L**.

Lloyd Mini LED TV

Lloyd continues to push the boundaries of home entertainment with its latest Mini-LED TV lineup. Building on its legacy of cutting-edge panel technology, including **WCG Vision Pro and QLED Google TVs with Far field voice technology**, Lloyd is now introducing Mini-LED technology which employs smaller lights arranged in a grid formation, which contributes to improved color accuracy and brightness levels for enhanced picture quality. With features like **1400 nits peak brightness, 100% NTSC color gamut, a 120Hz panel, Dolby Vision & Atmos, Far-Field Voice Technology, and an in-built subwoofer**, these TVs deliver stunning visuals and immersive sound. Designed for a premium viewing experience, the new Mini-LED TVs will be **available in 55", 65", and 75" screen sizes**.

Lloyd Novante Washing Machine

The Lloyd Novante washing machine range is designed to combine style and advanced technology, featuring an IoT Intelli Inverter Motor and an In-Built Heater for enhanced efficiency. Available in **Copper Blush, Satin Steel, and Ebony Black**, and in 8kg, 8.5kg, and 9kg capacities, this range offers a seamless blend of performance and aesthetics. Equipped with **5D Ultra Wash Technology**, 12 i-Sensing, Insta Wash, and Shower Rinse, the washing process is optimized to save 50% time and water. The **Dual Lint Filter** enhances lint collection by 50%, ensuring better fabric care. As India's first fully automatic top-load washing machine with an in-built heater, it is capable of removing 120 different types of stains, even those up to 4 days old.

With **IoT-enabled Wash Genie**, users can download additional wash programs, receive cycle updates, and manage laundry conveniently through a smartphone, offering a smarter and more efficient washing experience.

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Lloyd Manufacturing Facility Expansion

In line with the growing demand for its premium AC products, Lloyd has ramped up the combined manufacturing capacity at its **Sri City and Ghiloth plants**, increasing output to **3 million units**. This move will ensure the brand can meet the increasing market demand for its stylish and innovative cooling solutions, while also maintaining its commitment to quality and sustainability.

ABOUT HAVELLS

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, with a presence across 60 countries. Its product range includes Industrial & Domestic electrical goods and consumer durables. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and Reo.

ABOUT LLOYD

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like, Air Conditioners, Washing machines, Refrigerators and LED TVs. Lloyd has a dedicated distribution & service network spread across the country with over 15000 direct and indirect dealers and 485 authorized service centres.

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