17th November 2026

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 "**Havells Reinvents the Ceiling Fan Category with India's First Super Hi-Speed BLDC+ Fan, Silent Air Max with Dual Control, and Agentic AI Fan"**.

This is for your information and records.

Thanking you.

Yours faithfully,
for **Havells India Limited**

SANJAY KUMAR GUPTA
Digitally signed by SANJAY KUMAR GUPTA
Date: 2026.11.17 10:55:55 +05'30'

(Sanjay Kumar Gupta)
Company Secretary

Encl: as above

Havells Reinvents the Ceiling Fan Category with India's First Super Hi-Speed BLDC+ Fan, Silent Air Max with Dual Control, and Agentic AI Fan

New Delhi, 17th November, 2026: Reinforcing its legacy of introducing category-defining innovations in the Indian fan industry, Havells India Limited today unveiled a new generation of ceiling fans designed to redefine consumer expectations around performance, energy efficiency, intelligence, and comfort. The new portfolio introduces three breakthrough innovations- **India's First Super Hi-Speed BLDC+ Fan[1]**, **Silent Air Max BLDC+ ceiling fans range with dual control**, and **India's First Agentic AI Fan[1]**, marking another milestone in the company's commitment to advancing home electrical solutions through technology-led innovation.

For decades, the Indian ceiling fan market has largely been dominated by induction fans, valued for their high speed and air delivery despite higher energy consumption. While BLDC fans have gained traction for their superior energy efficiency and smart features, consumer perception has often associated them with lower speed and reduced air delivery. Addressing this long-standing gap, Havells has reimagined the BLDC category by delivering products that combine high-speed performance with intelligent energy-efficient technology.

Leading the portfolio is ***India's First Super Hi-Speed BLDC+ Fan***, engineered to deliver performance that goes beyond conventional BLDC fans. Introducing an industry-first Super Hi-Speed sixth level at 385 RPM and an Ultra Boost seventh speed at 400 RPM, the fan eliminates the traditional trade-off between the high-speed performance of induction fans and the energy efficiency of BLDC technology. Equipped with a powerful silent motor, the fan also features an innovative AC Mode that intelligently circulates cooled air across the room for enhanced comfort, lower noise, and optimized energy consumption. Additional features include up to **65% electricity savings[2]**, reverse rotation, sleep mode, RF remote control, timer settings of up to eight hours, and a 5-star energy rating.

Expanding its innovation portfolio further, Havells also introduced India's first **Silent Air Max BLDC+ ceiling fan range with dual control**, designed for consumers seeking a quieter home environment without compromising on cooling performance. Operating at a whisper-quiet noise level of just 50 dB[1], the fan combines silent operation with powerful air delivery and elegant aesthetics. It features dual control functionality, allowing operation through both a regulator and remote, along with the intelligent AC Mode for uniform cooling. The fan also offers reverse rotation, sleep mode, RF remote operation, up to 65% electricity savings, timer functionality, and a 5-star energy rating.

Additionally, Havells also introduced ***India's First Agentic AI Fan*** with the Epic Signia Smart Fan. Unlike conventional voice-enabled appliances that rely on predefined commands, the Agentic AI Fan is designed to understand natural conversations and intelligently interpret user intent. Consumers can interact with the fan conversationally in 10+ Indian languages including English, Hindi, Tamil, Telugu, Kannada, Malayalam, Bengali, and Gujarati, enabling a more intuitive and personalized user experience. The fan also incorporates features including up to 65% electricity savings, reverse rotation, boost mode, breeze mode, mop mode, sleep mode, and a 5-star energy rating.

Commenting on the launch, **Mr. Kulbhushan Bhardwaj Senior Vice President, Sales Havells Fans**, said: *"Innovation has always been at the heart of Havells' journey. Our latest fan portfolio reflects our commitment to solving real consumer challenges through meaningful technology. Whether it is overcoming the perception gap around BLDC fan, delivering whisper-quiet comfort with ease of remote and regulator, or introducing conversational intelligence, we are shaping the next phase of innovation in the Indian fan industry. These launches reaffirm our focus on creating products that combine superior performance, energy efficiency, and intuitive user experiences."*

The newly launched fan portfolio will be available across Havells' retail network and authorized channels in multiple models, colours, and 1200 mm sweep variants.

Disclaimer:

1. *Based on internal research, tests and market survey, for details visit www.havells.com*
2. *As compared to non-star fans*

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