

2nd June, 2020

The National Stock Exchange of India Limited
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 under Regulation 30

Dear Sir,

Please find enclosed a detailed note furnished by the Company viz. Havells India Limited in terms of SEBI Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/84 dated May 20, 2020

Thanking you.

Yours faithfully,
for **Havells India Limited**

Sd/-

(Sanjay Kumar Gupta)
Company Secretary

Encl: As above

Please note that due to restrictions imposed by complete lockdown to contain the Covid-19 pandemic, SD/- version of the documents is being filed. This filing is being submitted by the Compliance Officer who can be contacted at 9810906470.

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)
Consumer Care No.:
1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)
CIN: L31900DL1983PLC016304
GSTIN: 09AAACH0351E2Z2

Covid-19 pandemic and the consequent lockdown imposed by the Government has been an unprecedented event impacting both the Company and its consumers. In continuation of the earlier announcements made by Company on 23rd March 2020 and 27th April 2020 we hereby summarise the effect on the business so far and likely consequences in the near future.

Operations:

- Havells closed its Offices, Factories and Warehouses as per Government directive from 23rd March 2020 and moved to Work from Home (WFH) though the early signs of fear and uncertainty among the trade channel were visible from 15th March onwards.
- 27th April onwards there was partial resumption of business wherein Factories started operations albeit with limited manpower and following all the social distancing norms. Safety of our employees, vendors and channel partners is of paramount importance to Havells. The Company has introduced thermal scanning and temperature testing at entrance of each individual at offices and factories along with appropriate sanitization routines.
- The lockdown has caused significant loss of production and sales in the month of March and April 2020. As the Government announced certain relaxations from 4th May onwards, the markets have started opening up and the sale of the Company have picked up since.
- The company has kept the supply chain intact and swift, ensuring the availability of sufficient stocks with the channel partners and timely its replenishment. With the increase in the footfall at the market place, the recovery in revenues of the Company in the last few weeks has been encouraging especially in the non-metro towns.
- During the period the Company continues to honor all its financial obligations towards its Vendors, Statutory dues and its Employees.
- The Company has robust Internal financial controls in place and the same remained intact during the lockdown phase

Initiatives undertaken during lockdown period:

- Our experience during demonetization and other such disruptive events suggests that communication helps to lower anxiety and confusion amongst key business stakeholders, accordingly our Chairman Mr. Anil Rai Gupta led the initiative to address 5,000 employees through a live streaming event, stressing upon safety, well-being, dealer engagement and upskilling through training. Later, a similar live streaming was held for 9000 dealers across India updating Havells actions to protect their interests in these challenging times whilst reiterating need for safety and staying indoors. The Customer engagement initiatives were continued by the respective sales teams throughout this period.
- Robust and secure IT network of the Company enabled continuity of work and communication throughout this period. Numerous online trainings were conducted for employees covering, soft skills, product and processes. Unique training modules were used for the online product trainings for our trade partners which was widely appreciated.
- The company ensured timely settlement of quarterly/annual trade schemes of our trade partners

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)

Consumer Care No.:

1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304

GSTIN: 09AAACH0351E222

- Customer service team walked the extra mile to serve the customers to help them with the urgent needs. Though call centers are closed, service team was accessible through Whatsapp, Havells Connect App and the Website. Unique solutions were provided to the customers through Audio / Video assistance and by sharing 'Do it Yourself' videos
- The Company has taken several Corona Relief initiatives such as food supply in Alwar district, more than 200,000 meals have been served to the needy

Liquidity position, financial arrangements and profitability

- The Company has sufficient liquidity to meet its financial obligations and necessary backup credit lines are available for any exigency. The collections from the customers have improved reasonably in last three weeks setting in motion a gradual revival of cash cycle. Cash conservation remains a priority and accordingly we have deferred some of the capital commitments without impacting the long term plans.
- As disclosed in the Q4 results, lower sales have adversely impacted the profitability but the Company remains conscious with respect to the expenses being incurred during lockdown and also adopting to newer cost efficient ways of working in the post Covid environment.
- The Company does not foresee any challenge in realizing/recovering its assets.

Existing contracts/ agreements

- The Company does not expect significant impact on the business if there is any non-fulfillment of Contract/Agreements by either party.

Estimation of Future impact of Covid -19 on Operations

The Company is not in a position to quantify the future impact of the Pandemic as the External environment remains uncertain and challenging. Company is closely monitoring the evolving Pandemic situation and adjusting as per the emerging circumstances. We are Confident to tide over crisis and emerge stronger.

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)
 Consumer Care No.:
 1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)
 CIN: L31900DL1983PLC016304
 GSTIN: 09AAACH0351E2Z2