

2nd June, 2011

The National Stock Exchange of India
Limited
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai- 400051

NSE Symbol: HAVELLS

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400 001

Scrip code: 517354

Sub: Intimation under Clause 36

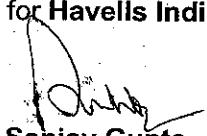
Dear Sir,

Pursuant to Clause 36 of the Listing Agreement, please find attached herewith a press release on Company's plans to enter into the business of "Small Home Appliances".

This is for your kind information.

Thanking you.

Yours faithfully
for Havells India Limited


Sanjay Gupta
Company Secretary

Encl. As above



Havells to Enter “Small Home Appliances” Biz

Havells India Limited, a US \$1.2 billion enterprise and a leading player in the Lighting & Fixtures segment, electrical and power equipment sector in India, is planning to enter into **“Small Home Appliances” biz**. The company will start selling small home and kitchen appliances from July this year, hoping to profit from a Rs 5,200-crore market currently dominated by Philips, Panasonic, Morphy Richards and Bajaj.

Havells will outsource 70% of manufacturing to local vendors and the rest to its partners in China, where its design centre will be responsible for developing the products. Havells' product range will include mixers, irons, hand blenders and cooking and brewing appliances.

Havells plans to invest Rs.70-Rs.80 crores in marketing, research and development of its small appliances range over the next two to three years.

Havells products will be initially sold in top 40 cities through some 4,000 outlets retailing electrical goods. The products will also be sold through 115 exclusive Havells Galaxy stores, which will be increased to 200 by the end of this financial year.

The company also plans to export its products to Latin America and Thailand using the distribution channel of Sylvania, which it bought in early 2007. This acquisition had catapulted Havells into the top league of lighting equipment makers, behind Philips, Osram and GE.

ABOUT HAVELLS

Havells India Ltd is a billion-dollar-plus organization, and is one of the largest & India's fastest growing electrical and power distribution equipment manufacturer with products ranging from Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Electrical Water Heaters, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial & Industrial applications & Modular Switches covering the entire gamut of household, commercial and industrial electrical needs. Havells owns some of the prestigious global brands like Crabtree, Sylvania, Concord, Luminance, Linolite, & SLI Lighting.

With 94 branches / representative offices and over 8000 professionals in over 50 countries across the globe, the group has achieved rapid success in the past few years. Its 12 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Faridabad, Alwar, Neemrana, and 6 state-of-the-art manufacturing plants located across Europe, Latin America & Africa churn out globally acclaimed products. Havells is a name synonymous with excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to service customers.

The company has acquired a number of International certifications, like BASEC, CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) for various products. Today, Havells and its brands have emerged as the preferred choice of electrical products for discerning individuals and industrial consumers both in India and abroad.

For more information, please write to:
marketing@havells.com