

13th April, 2015

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: Information under clause 36

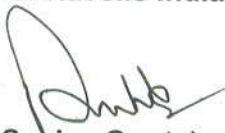
Dear Sir/ Madam,

In pursuance of Clause 36 of the Listing Agreement, please find enclosed herewith four press releases related with products/ brands of the Company viz. Havells India Limited.

Thanking you.

Yours faithfully

For **Havells India Limited**



(Sanjay Gupta)

Company Secretary

Encl.: A/a

Havells India Launches India's most energy efficient fan -ES 40

- India's first 40 watt fan; meets all parameter of 5 star rating
- Applies for patent for its unique design;
- Targets Rs 1000 crore revenue and 16% market share in the next two years

Neemrana / New Delhi: Havells India Limited, the \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company, today launched the country's first most energy efficient fan- ES 40. A blend of energy conservation and elegant design, the latest addition in Havells' fan portfolio is the result of the company's firm focus on innovation and strong R&D capabilities. The company has already applied for the patent for its design.

The key USP of ES 40 is the energy efficiency quotient as the fan consumes only 40 watts of electricity while the normal fan consumes between 75-80 watts of electricity. Earlier, Havells was the first company to introduce energy saving fans in India with its model ES 50 that consumes only 50 watts of electricity. ES 50 also won three consecutive national awards for energy saving from the government of India.

India's organized fan market is currently pegged at Rs 5500 crore and the company commands a market share of 14%. Havells entered the fans segment in 2003 and has today emerged as one of the fastest growing and most trusted brands in the fan category. The company is currently present in the premium & super premium categories and offers a choice of over 400 SKU's of high performance, decorative and energy saving fans to quality conscious customers. It enjoys 23% market share in Premium and super premium category.

Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Limited said, "Innovation has been at the core of our philosophy and the ES 40 fan once again demonstrates our ability to deliver only the best to our discerning customers. We are constantly striving to improve our products across categories to make them more energy efficient and raise the bar on quality."

He further added, "Since 1976, Havells has been manufacturing its products and thanks to the vision of our Founder Chairman, we have some of the most modern plants in India and globally. Today, Havells is the only company to manufacture its entire range of ceiling, table, wall and pedestal range of fans in-house. We are the only company to manufacture all critical components in-house thus ensuring high standards of quality."

Havells has the most modern manufacturing plant for fans in Haridwar, Uttarakhand. It is India's first and largest fully integrated state-of-the-art manufacturing plant where all categories of Fans including ceiling, table, wall, exhaust & pedestal are manufactured under one roof. The current production capacity of the plant is more than 7 million fans annually. The plant is equipped with state of the art technology including automated CNC machines for end covers, computerized conveyor assembly line

HAVELLS INDIA LTD.

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, India

Tel: +91-120-4771000, Fax: +91-120-4772000

E-mail: marketing@havells.com, www.havells.com

Registered Office: 1, Raj Narain Marg, Civil Lines, Delhi - 110 054 (India)

CIN:L31900DL1983PLC016304

and testing facilities. Havells is the first company to introduce Metallic color fans in India in 2004. Havells has also started making its presence felt in the international markets in the fans category. All Havells fans come with the prestigious "S-Mark" certification.

ABOUT HAVELLS

Havells India Ltd is a \$1.4 billion FMEG company (Fast moving electrical goods) with a strong global footprint. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious global brands like Crabtree, Sylvania, Concord, Luminance and Standard.

With 91 branches / representative offices and over 6500 professionals in over 50 countries across the globe, the group has achieved rapid success in the past few years. Its 11 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 to excellence and expertise in the electrical industry. Its 20000 strong global distribution network is prompt to serve its customers. It has earned a number of international certifications including CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) for its various products.

For more information please contact:

Havells India Limited
Anil Sharma / Amit Sharma
Ph: +91 9811499946, 9911236700
Email: anil3.sharma@havells.com
amit1.sharma@havells.com

Fortuna PR
Amit Arora / Vikas Mahajan
Ph: 9971665656, 9953619912
Email: amit@fortunapr.com
vikas@fortunapr.com

Havells adds first 'Made in India' MCB to its portfolio

- Targets Rs 650 crore revenue from building circuit protection devices by end of FY2017
- Launches premium range of MCB and RCCB under "EURO II" series
- To ramp up production by 1.5 times in next few years

Neemrana / New Delhi: Havells India Limited, the \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today launched a new range of MCBs and RCCBs under "EURO-II" series for the Indian market. The Euro II series has been completely designed and developed by the Havells' R&D team in India as per global specifications. The new range not only provides protection against overload, short circuit and electric shock (earth leakage) but its design also makes it one of the most user friendly MCBs in the country.

With rise in awareness levels, Indian consumers across tier-I to tier-III towns are increasingly shifting to quality electrical safety devices like MCBs to safeguard their electrical & electronic devices and prevent short circuits that may even pose threat to life. The Havells Euro-II series has been developed keeping in mind the safety requirements of the new age customers, who use multiple appliances that often overloads the wiring system.

Apart from meeting the international standards, Euro II series offers:

- A unique design of Bi stable mounting clip
- Safety terminals to eliminate the human error by electricians
- Larger terminals for allowing termination of higher size wires
- New outer design for better air circulation

The new range of MCBs is being manufactured at the company's state of the art plant at Baddi in Himachal Pradesh. With the launch of new series, Havells plans to capitalize on the expected recovery in the industrial/construction industry by raising the current production from 1 lac poles per day to 1.5lac poles per day in next few years.

India's organized domestic switchgear market is estimated to be Rs 1,900-2,000 crore rupees per annum. Havells continues to retain its No.1 position in the category with market share of about 28% with a pre-eminent position in both industrial and domestic switchgear categories.

Speaking at the occasion, **Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Limited** said, "We are firmly committed to the 'Make in India' campaign and the launch of the new high quality Euro-II series amply demonstrates our in-house R&D capabilities and technological knowhow. With signs of recovery in the Indian economy, we see a huge growth potential in the domestic switchgear segment as demand will come from both industrial and housing projects. We are the leaders in the domestic switchgear segment in India and we will further cement our leadership position in this segment with the launch of Euro II series. We will continue to come-up with innovative quality products in the MCB category for our customers."

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Email: amit@fortunapr.com
vikas@fortunapr.com

Havells Launches India's First Brightest LED Lights 'LUMENO'

- Offers 110 Lumens per watt of Light
- Targets Rs. 600 crore revenue from LED segment in next two years

Neemrana / New Delhi: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer, today launched India's BRIGHTEST LED lamps range 'LUMENO'. These were launched at its state of the art Lighting Fixtures plant in Neemrana, Rajasthan. The latest addition to Havells' LED portfolio offers an impressive 110 lumens per watt which is the highest in the industry. It is the result of the company's constant focus on innovation, R&D and harnessing technology to develop better products. The new range of lamps is environment friendly and will significantly reduce electricity bills.

LUMENO starts instantaneously giving 100% lumen in less than 2 seconds and saves upto 50% energy over CFL. This latest innovative collection will have in built 2.5kV surge protection with an ability to withstand voltage fluctuations from 100-300V AC. The lamp will be available in two variants - cool day light & warm white with wattages of 3W, 5W, 7W, and 10W with B22 & E27 Base. This new LED lamps range has been designed keeping in mind the Indian conditions such as regular voltage fluctuations, extreme weather conditions and frequent power outages. It will also retrofit perfectly into traditional lamp sockets, thus ensuring that the customer can switch to the latest technology without any additional investment in fixtures.

The current market size of the LED Lighting Industry is Rs. 850 crore in India and it is expected to grow by 45% in the next two years. LED shall be contributing about 30 % of the total lighting revenue. With the launch of LUMENO range, the company intends to raise the share of LED Lighting to 50% in the overall lighting segment over the next two years.

Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Limited said, "We are excited to introduce our new range of LUMENO LEDs in India and are committed to offer innovative and sustainable lighting solutions to users across housing, municipality and industry segments. Backed by our strong R&D and manufacturing capabilities, we are firmly focused on delivering high quality and affordable LED lighting products to meet the ever-changing demands of our customers. Given LED's multiple benefits including those for the environment and power-saving and the government's thrust on this lighting source, LED will be at the core of our strategy for the lighting and fixture segment."

Havells LED Lamps are manufactured at Noida while all its fixtures range is manufactured India's most modern and integrated manufacturing facility at Neemrana, Rajasthan. Neemrana fixtures plant is also the India's first large scale lighting fixtures plant. Equipped with the latest and best-in-class machines from Japan, Germany and Italy, this plant also possesses robotized box bending machines, the first in North India and 3rd in the country.

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Email: amit@fortunapr.com
vikas@fortunapr.com

Standard Electricals to strengthen its presence in India

- Unveils New Brand Identity to Align with Changing Consumer Preferences
- Targets 1000 crore revenue by 2020

Neemrana / New Delhi: Standard Electricals, a well-known brand of \$1.4 billion Havells India Limited, today unveiled its new logo to align with changing preferences of consumers. The new brand identity, which is christened as graphic “S”, is an artistic take on the symbol of infinity and represents endless possibilities and growth opportunities.

The new Standard logo is a strong and clear representation of the company that is delivering best-in-class products & services to meet the diverse requirements of consumers. The “S” word in the new logo connects firmly with the “Standard” brand name and the curves indicate progression, flexibility and creative thinking.

The logo has been changed to strengthen the brand identity and complements the series of enhancements and new products that Standard launched recently. Over the last four-five years, Standard has built a formidable reputation with its high quality products and the new logo is intended to further cement that position.

Besides new brand identity, Standard is looking to tap new markets in India by launching superior and innovative products and entering new segments to boost business. The company is targeting to increase its dealer & distribution network from 1600 to 3000 by end of next year. Last year, the company had entered into premium range of domestic fans including Ceiling, Pedestal, Table, wall, & exhaust fan categories and launched a new range of modular switches named ‘Ivy’.

Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Ltd, said, “Over the years, Standard has emerged as one of the most trusted brands in the electrical segment offering a wide range of premium quality products at competitive pricing. The new logo is a part of our overall strategy to highlight strength of Standard products, deepen its commitment to both Indian and global markets and enhance the visibility of the brand. Standard brand currently contributes around Rs. 200 crore to our overall turnover and we target to achieve Rs. 1000 crore by the year 2020.

About Standard

Standard is part of \$1.4 Billion leading Fast Moving Electrical Goods (FMEG) Company, Havells India Ltd. Standard offers a wide range of products which includes highly differentiated domestic & industrial products such as MCBs, RCCBs, Distribution Boards (DBs), ACBs, MCCBs, RCBOs Changeover Switches, Switch Disconnecter Fuses (SDFs), HBC Fuses, Modular Switches, Copper Flexible Cables etc. Applying the same technological expertise, Standard has started manufacturing premium range of ceiling fans, table-fans, wall-mounted fans, pedestal fans and domestic exhaust fans.

Standard has been serving the Indian customers with superior quality products for over five decades. Over the years, Standard has proved itself as a key player in the switchgear market of the country by constantly creating innovative solutions and upgrading its product ranges to meet the ever-changing demands of various segments of customers.

For more information please contact:

Havells India Limited

Mr. Anil Sharma / Amit Sharma

Ph: +91 9811499946, 9911236700

Email: anil3.sharma@havells.com
amit1.sharma@havells.com

Fortuna PR

Mr. Amit Arora / Mr. Vikas Mahajan

Ph: 9971665656, 9953619912

Email: amit@fortunapr.com
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