

19th October, 2010

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

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

Sub: Intimation under Clause 36

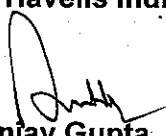
Dear Sir,

Pursuant to Clause 36 of the Listing Agreement, please be informed that the Company viz. Havells India Limited is venturing into a new product range namely geysers.

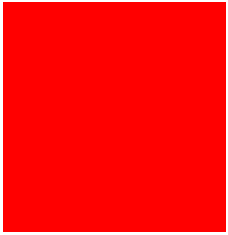
A press release towards the product launch is attached herewith for your information and records.

Thanking you.

Yours faithfully
for **Havells India Limited**


**Sanjay Gupta
Company Secretary**

Encl. As above



Havells Enters New Generation Electric Water Heaters Biz

- Focusing on 5* energy efficient geysers

New Delhi, 19th October, 2010: 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 venturing into “**Home Comfort Products**” with its foray into a **new generation, Electric Water Heater biz.**

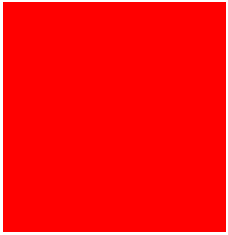
Keeping the trend of developing energy efficient products in all the segment, Havells’ newly 5 star rated electric water heaters will be as per the standard of BEE (Bureau of Energy Efficiency) using the latest “**Penta Shield**” technology which provides 5-fold safety thermostat, thermal cutout, RCCB, pressure release valve and vacuum release valve.

Commenting on the launches of Electric Water Heater, Mr. Anil Gupta, JMD, Havells India Ltd., said, “Havells has always been at the forefront of introducing new & innovative energy efficient products to fulfill demand of the customers. We believe that our new innovation would be on the same track and poised to give 100% satisfaction to our customers.”

“Our Electric Water Heaters provide the energy and water flow control that home owners demand in a durable, compact product that fits in almost any space” – he added.

These electric water heaters will come with glass lined inner tank for preventing rust & corrosion and sustain high pressure of up to 8 bars, making it compatible to high rise buildings. The incoloy 800 heating element which is also glass lined ensures longer life for the element even in hard water. Magnesium (Mg) Anode rod fights against corrosion and add life to the element & inner tank. Also the PUF insulation ensures low standby loss which helps accelerate your savings. As a prevention against electric shocks, Havells water heaters come fitted with RCCBs (Residual current circuit breakers) that disconnects electric supply to the water heater in case of any fault in the wiring.

Havells has introduced five variants in electric water heater, “**GERO**”, “**BELLO**”, “**PURO**”, “**MONZA**” and “**FINO**” with a capacity ranging from a 10 liter to 35 liter in the India’s geyser market. The price range starts from Rs.6590/- onwards.



About Havells India Limited

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, 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 11 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Faridabad, Alwar, Neemrana, and 8 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 any further details, please write to:

marketing@havells.com