

12th September 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

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

Scrip Code - 517354

NSE Symbol : HAVELLS

Sub: Intimation by the Company viz. Havells India Limited

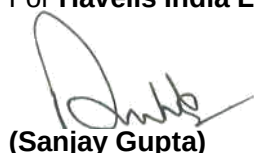
Dear Sir,

Please find enclosed herewith a copy of the press release by the Company viz. Havells India Limited, related with inauguration of world's most modern electric water heaters plant at Neemrana, Rajasthan.

Thanking you.

Yours faithfully,

For **Havells India Limited**



(Sanjay Gupta)

Company Secretary

Encl.: A/a

RAJASTHAN CHIEF MINISTER SMT. VASUNDHARA RAJE INAUGURATES WORLD'S MOST MODERN ELECTRIC WATER HEATER PLANT

- *State-of-the-art plant at Neemrana, Rajasthan set up with an investment of Rs.100 crore*
- *Committed to Make in India initiative; Manufactures over 95% of products in-house*
- *Builds state-of-the-art and zero discharge manufacturing facility to promote sustainable growth*
- *Starts production with initial capacity of 3,00,000 units per annum*
- *Targets to double revenue in the next 2-3 years*

New Delhi/Neemrana, September 12, 2015: Havells India Limited, a \$1.4 billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint, today unveiled world's most modern electric water heaters plant at Neemrana, Rajasthan. The plant was inaugurated by Smt. Vasundhara Raje, Hon'ble Chief Minister of Rajasthan alongwith Mr. Anil Rai Gupta, CMD, Havells India Ltd. in the august presence of Shri Mahant Chand Nath, MP from Alwar, MLAs from the region and other distinguished guests including senior company officials.

Havells water heater plant would be part of the 40 acre Havells Neemrana complex and is Company's first manufacturing facility in home appliances segment. With this addition, the Company would now have twelve manufacturing units in India. The company has invested Rs.100 crore to set the plant apart from land and building. The water heater plant is designed to have minimal manual intervention while significantly enhancing productivity.

The Company will manufacture storage water heaters with a capacity ranging from 10 to 120 liters. The plant has a manufacturing capacity of 5,00,000 units per annum and will initially manufacture 3,00,000 units per annum. With the new plant, the company will be manufacturing the entire range of water heaters and cut its dependence on imports. The plant is in line with the Company's policy of manufacturing its products in-house.

The plant is equipped with the latest and best-in-class machines from Switzerland, Japan and Italy, offering the best quality and wide range of electric water heaters to consumers. The state-of-the-art plant offers unique ability to manufacture most of the critical components in-house, adhering to stringent quality norms. The environment friendly and Zero discharge plant is also equipped with one-of-its-kind R&D lab that conducts routine and type testing for highly safe and long lasting water heaters.

It is the only plant in the country to use world's latest FeroGlas dry powder technology that converts into uniform glass line coating once baked at high temperature of 850 degrees Celsius. This prevents the tank from corrosion, offering long life even in hard water conditions. Similarly, heating elements are made of the best quality of steel-incoloy 800 grade that are also glass lined to endure any water condition. High on safety, Havells was the first company in the country to offer ELCB (Earth Leakage Circuit Breaker) as a standard fitment in select range of water heaters. ELCB prevents human life from electric shocks incase of current leakage that could sometimes prove fatal especially in wet conditions. Every storage water heater from Havells is rated at 8 bar pressure making it compatible with high rise buildings requirements.

Conforming to the latest BIS norms, each water heater at Havells is made with CFC free (environment friendly) PUF insulation in air conditioned environment for minimum standing loss and maximum energy efficiency. Havells manufactures both ABS body and metal body water heaters in its plant. The price range of Havells water heaters is Rs. 3200 to Rs. 25000.

Speaking on the occasion, Mr. Anil Rai Gupta, Chairman and Managing Director, Havells India Limited, said, "This is a momentous moment for us as we synergize environment and cutting edge technology to unveil our twelfth manufacturing plant. This plant is part of our commitment to 'Make in India' program which we have been following since the launch of our first plant in 1976. Today, we manufacture almost 95% of our products in-house."

He further added, "Augmenting our capabilities, Havells highly-automated Water heater plant is another step in realizing our dream of self-sufficiency. We will continue to make necessary investments in realizing our dreams further. The plant will enable us not only to manufacture safe and high quality products but also help us achieve better market share. The soon to be expected revival in the housing sector will further our market share".

The current market size of electric water heater in India is estimated to be Rs. 1500 crore per annum which is expected to grow around 10-12% in the coming years. With the launch of new plant, company is looking to enhance its market share in electric water heaters segment from 10% to 21% with revenues of around Rs 400 crore in the next 2-3 years.

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, Sahibabad, Faridabad, Alwar, Neemrana and 8 world class manufacturing plants located in Europe (UK, France, Belgium, Germany), Latin America (Costa Rica, Colombia), Africa (Tunisia) and China are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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:

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