

## From CHAIRMAN'S DESK



Dear Reader,

I feel privileged to thank each one of you for your dedication, hard work, and valuable contribution in taking Havells to newer heights of success.

Our well-recognized market presence with a strong product portfolio, marked up with newer products from time to time, gives us an edge over the competition. Equally important is the communication at every level that improves the overall success of our organisation by enabling it to work continuously like a well-oiled robust machine.

With the arrival of the new financial year, we plan to bring to you a newer version of our in-house magazine – Watts Up. We take this opportunity to further improve our communication with you and through this newsletter share all the necessary information.

I thank you again for your unrelenting support and unshakeable integrity.

Best wishes,

Anil Rai Gupta,  
Chairman & Managing Director

## Standard Electricals adorns new brand identity

Established in the year 1958, Standard Electricals Limited was acquired by Havells India in the year 2000. In 2011, STANDARD became a brand of Havells India Limited. Today, STANDARD offers a wide range of highly differentiated domestic & industrial products such as MCBs, RCCBs, Distribution Boards (DBs), MCCBs, RCBOs Changeover Switches, Switch Disconnect Fuses (SDFs), HBC Fuses, Modular Switches, Copper Flexible Cables etc. Last year, the brand marked its entry into the consumer products category with foray into domestic fans segment including Ceiling, Table, Wall, Pedestal and Ventilation Fans.

In order to give new life, the brand recently got a refreshing identity change. The new brand identity, christened as graphic "S", is an artistic take on the symbol of infinity and represents endless possibilities and growth opportunities. The new logo is aligned with changing preferences of consumers and complements the series of enhancements and new products that STANDARD has

launched recently

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.

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 and expand its dealer and distribution network.

STANDARD has pan-India marketing and distribution network with over 42 branch offices, 1,200 authorized dealers and 10,000 strong retail outlets across the country and exports to international markets like Bangladesh, Sri Lanka, Malaysia, Singapore, Hong Kong, Jordan, UAE, Kuwait, Yemen, Bahrain, Oman, Iraq, South Africa, Kenya, Ghana, Nigeria, Malawi and Uganda.

It has established a well equipped infrastructure with state of the art facilities in terms of plant, machinery and testing. All STANDARD products are designed on the lines of Indian & International specifications and tested by nationally accredited laboratories like CPRI/ERDA.



## New offices

One of the biggest strength of Havells as an organization is its ability to be closer to its channel network and in turn provide them with timely and best possible service. Today, Havells has the largest network of offices with presence in every state capital and major towns of the country.

Strengthening its network further, the company recently opened new offices in Raipur and Srinagar. While Havells had a presence in Srinagar since 2006, this is the first big office of the company and the only office of any electrical company in the state of J&K.



The new office in Srinagar is centrally located at Sara city center and is equipped with the most modern communication facilities like Video conferencing and will have close to 20 people to begin with. The company already has a large office in Jammu. The office was inaugurated by Shri Ravinder Mantoo.

Located in the City Center, Fafadih (Bilaspur Road), the new office in Raipur will bolster the growth prospects for Havells in the state of Chhattisgarh. The new office was inaugurated by Hon'ble Minister for P.W.D, Housing, Environment and Transport, Chhattisgarh, Shri Rajesh Munat along with senior officials from the company. Havells has presence in all the 27 districts in the state.

## Havells India Acquires Majority Stake in Promptec, an LED & Solar Lighting Solutions Company

In an initiative to expand its footprints into two high growth lighting verticals of LED and Solar energy, Havells recently announced the acquisition of majority stake of 51% in Promptec Energy Solutions, a Bangalore based company engaged in the manufacture of LED and Solar lighting products.

Promptec, a technology company in the field of LEDs and Solar applications is an ideal fit for Havells. It is expected to provide substantial impetus to Havells' growth plans in the high potential segments of LED and Solar Lighting Solutions. Havells is constantly looking to add fresh products in its portfolio to serve its existing and additional customers & channel partners. The alliance also marks the entry of Havells into the promising field of solar energy that includes products like solar lanterns, solar charging stations, solar lighting which has large untapped demand in rural areas as well as export markets.

Promptec has a very strong technology and development capabilities and is recognized for fast solutions in the ever changing field of LEDs and Solar technology. Havells aims to leverage Promptec's experience and skills through its vast distribution network along with tapping into Promptec credentials in the emerging street lighting segments and solar products. The association with Promptec would lead Havells to grow aggressively in the LED segment through a quick market reaction and short development cycles. Havells plans to take share of LED lighting to over 40%- 50% of its total lighting sales and this tie-up is a further step in the journey.



## IT department introduces Mobile App for Dealers

For several decades now, an effective distribution channel that criss-crosses India has been a source of great strategic advantage at Havells. Our focused approach and seamless channel design have played a vital role in helping the company acquire this competitive edge. The IT department at Havells has been crucial in supporting this vast network of dealers/distributors by equipping them with latest and most modern technologies. It has therefore helped dealers focus their energies on the business rather than worrying about multiple backend processes which in turn have helped them grow their business.



We have a strong technical team equipped with latest technologies and processes. Over the years the department has adopted new technologies and practices helping the company change its strategic and functional approach into a systematic process. This has enabled the company to deliver a large number of differentiated products to different markets.

The company took the first step in this direction by acquiring first computer in 1983. In a span of 32 years, the company has created a robust and enviable IT infrastructure that supports the organization in all fields of operations making it one of the most technologically advanced companies in the industry.

Apart from strengthening manufacturing processes through the use of IT, the department has also worked extensively to create a strong and seamless distribution environment with an easy information flow. The department introduced initiatives like microsite (popularly known as dealer portal) and mobile apps to optimize the critical business functions and to enhance visibility along the entire distribution network enabling our channel partners to quickly access real time, accurate and comprehensive information on the go.

With all the technology at their disposal, most of our channel partners now prefer to place orders online. The dealer portal empowers channel partners to check credit notes, order status, ledger account or any other relevant information related to their account with Havells. For enhanced convenience notification alerts for all the financial transactions through e-mail and SMS are also integrated with the mobile application. The results have been evident in terms of an increase in the number of dealers placing orders online.

Almost 80 per cent of our dealers have internet connectivity and currently 40 per cent orders are booked through the dealer portal.

Aiming to enhance employee productivity and avoid hassles of travel, all the offices of Havells are connected via high quality video conferencing facility. This not only facilitates effective and smooth communication between branches, channel partners and the head office but also helps stay abreast of various market developments and act timely.



We recognize the unshakeable integrity and dedication that our channel partners have always shown and, therefore, we, as facilitators, continuously strive to bring better technology and assist them in the day-to-day functions. With our

continuous efforts and binding trust, we hope together we can take the company's success to even larger heights.

## Capacity Expansion

### Haridwar Plant Launches third unit

Since its foray into the fan business in mid-2003, Havells has emerged as one of the fastest growing Fan brand in the Indian market. From ceiling to pedestal fans, from air circulators to ventilators, from domestic exhausts to industrial and portable, Havells fans come in an exciting range that are meticulously crafted and designed, and scrupulously manufactured at Havells Haridwar facility.

In the beginning of the year, the company launched its third unit, dedicated to the manufacturing of table, wall, pedestal & plastic ventilation fans. The entire complex is spread over an area of 41,000 sq mtrs. Havells Haridwar plant is the largest integrated fan manufacturing unit in India. It is also one of the most automated fans manufacturing facility in the country and employs sophisticated & state-of-the-art automatic CNC machines for motor winding and end-cover machining, advanced conveyor-based assembly lines, fully automated fans testing facility, automatic paint-application bells, and air delivery chambers. These features not only ensure premium product quality, durability and aesthetics but have also given Havells a competitive edge in the Indian fan market.

Over the years, Havells has revolutionised the fan industry in India. It was the first company to launch metallic finish fans in the country. Even today, its liquid paint shop with multiple colour options and fully automated air delivery testing lab are unique features in the Indian fan industry. Havells was the first company to introduce energy saving concept in fans by launching ES-50 fan. Even today it remains the largest selling energy saving fan in the country. Another distinction with Havells Haridwar plant is that every critical component is manufactured and assembled in-house. Each fan undergoes more than 20 tests during the production and over 25 tests once the final product is made. These stringent quality measures combined with unique door step service makes the customer experience a memorable one.

The company is credited with introducing India's first BEE 5-Star rated energy efficient ceiling fan, for which it was given the National Energy Conservation Award by the Ministry of Power for three consecutive years. This colossal fans plant has capability of churning out more than 70 lakh fans in a year.



Haridwar Plant



## New television commercial for fans and LED lamps

The company recently launched new campaigns for its range of fans and LED lamps. While fans ads are under the concept of Hawa Badlegi, the new commercials for LED lamps are focusing on Jab bill chota ho jaata hai toh dil bada ho jaata hai.

The company this year onwards has also made a shift in its media strategy. It has reduced its exposure to Cricket to some extent and enhanced to other genres of media like general entertainment channels, news and also to print media. Keeping in mind the regional requirements, the company has decided to focus on Southern markets this year. South specific ads are being made for better connect with the consumer.

### “Hawa Badlegi”

Under Hawa Badlegi Campaign (Winds of Change), four new ads have been launched. One of them focuses issues faced by women in Southern India, especially Tamil Nadu. Each advertisement induces positive thoughts and addresses some vital issues faced by the society at large and how these archaic thoughts are being rejected by the modern India. These thought provoking and powerful yet simple thoughts have been admired by both critics and consumers.



On the other hand, Havells decided to advertise the LED range a bit differently while keeping the focus on savings which is the key category benefit.

While last year it was “Gift an LED” campaign during the festive period, this time the campaign is based on a simple thought of “Jab bill chota ho jaata hai toh dil bada ho jaata hai”, which says that people tend to become generous when they have extra savings.

The campaign consists of 3 TVC's that shows the key protagonists helping other people by using the LED lights.

## HAVELLS participates in Metro Rail India 2015 Summit



In its effort to develop more business for dealers and distributors, Havells recently participated and sponsored Metro Rail India Summit 2015 held in New Delhi.

The exhibition saw the movers and shakers of Metro Rail from all over India. The Audience, many of whom were decision makers appreciated Havells Lighting display. Exclusive and Positive reviews were received for the tailor made products showcased in the lighting section at the ornately decorated booth. Havells lighting being the main sponsor made a very positive impact amongst the audience.

During the exhibition, Havells made a strong pitch for its 'Made in India' approach and showcased diverse and wide manufacturing capabilities in all verticals.

Havells will continue to invest in such platforms where both image and business can grow.



## In Conversation



Mr. R. K. Saxena

Rajesh Kumar Saxena of RK Trade Electricals Pvt Ltd, based at Kidwai Nagar in Kanpur, is amongst the top dealers of Havells. He has been associated with the company for almost two decades and has seen his turnover grow manifold in this period. In a chat with the Watts Up! team, Saxena says the beginning was tough but his hard work coupled with never-ending support from Havells that helped him reach where he is today.

### How did you start your entrepreneurial journey?

In 1997, I was working as a sales professional with a lighting products company and that's when I happened to meet the then CMD of Havells, late Shri Qimat Rai Gupta ji, fondly known to all of us as QRG. It was his guidance and encouragement that helped me gather enough strength to start my own business. So whatever I am today is all because of him.

### How would you describe your journey so far?

As is the case with most entrepreneurial ventures, the beginning was not smooth. There were some impediments that took time to settle. It was a tumultuous period for me. However, I'll be forever indebted to Havells for the support they gave me.

### How was your relationship with QRG?

QRG was a very humble and down to earth person. He was a father figure not only to me but all dealers of Havells across the country. He looked after us like his children and treated us as he would treat his family.

### How do you see market change over years?

The electrical market has witnessed a sea change over the last two decades. Consumer's preferences have changed so much. They look for aesthetics, quality and value for money and not necessarily a cheap product either by quality or price.

### What's your view on Havells?

I have been associated with the brand for so long and therefore with full confidence can say that the company has maintained its

superior product. As an organisation it does not compromise on quality of any of its products, be it wires, switches, fans or lights. One of the hottest-selling products in Kanpur is Havells ES-50 fan. Twenty years back, people would not even buy a Rs 5,000 fan. Today, they don't have any qualms about purchasing even Rs 25,000 fan. That's the trust Havells has built with its expertise and quality among the buyers.

### How do you see Havells dealing with its channel partners?

The commitment of Havells and its transparent business dealings are compared to none. With Havells, we don't have to bother about payments. Whatever amount is due to us is credited latest by March 31. And since we don't have to bother about financials, we can concentrate more on business. I haven't seen a company like this in the entire electrical industry. Its unique. It's a very thoughtful organization.

### What other things Havells does differently? Anything else that makes it a thoughtful company?

I would say that this is one company that not only reaches out to its dealers but to their families as well. A lot of companies introduce schemes for employees and their immediate families but at Havells it is extended to dealers and their families as well. For example the Grihalakshmi Scheme is a great way to involve our wives. Then there are annual national and international tours, the Mediclaim policies and the list goes on.



Mr. Kamal Chandgothia (Kolkata)

Shri Kamal Chandgothia of Bengal Engineering Industries is one of the well know members of Havells family. Watts Up! team spoke to him to know his journey and experience with Havells. It turned out that his is the journey of clear vision, perseverance and determination and how team work is critical to the success.

### How would you describe your journey so far?

"Alone we do so little; together we can do so much" is what I believe. It's a satisfying journey so far but I am sure there is so much more to achieve. QRG has been a major source of inspiration and has shown us the path to think big and achieve more.

### How would you describe your initial days?

I saw my father working diligently day and night, single handedly from a small shop. I always wanted to help my father and soon after my graduation I joined him to help him grow the business. Two of us were a great team. He guided me at every step yet forced me to take all important decisions. It was one of the most critical times that shaped my life and helped me become what I am today.

### Your son has joined you in the business. You see any difference?

I am a firm believer of team work. My son joined me last year in the business and he has been a great support. It is not just an individual who joins but a new generation altogether, flooded with new ideas and innovation. These new-gen ideas and innovations are the drivers of growth and foundation for next big step.

### How has been your growth?

We deal in almost all products of Havells. We have grown year on year and Havells supported us in our quest for growth. Becoming dealers of Havells was the turning point for our business.

### How would you explain your relations with management of Havells?

QRG was an inspiration. He motivated and inspired me like anything. He considered my father a great friend and he took me as his son. Not just me, he considered all of us as members of his family, and knew most of us by our first name. It really feels great and stands as one of the reasons for this 14 years long bond with Havells. Anil Ji, our new CMD, exemplifies similar values, confidence and the ever smiling face.

### What value ad does Havells give which others can't?

The Company is by far the best company to work with. Our business grew phenomenally once we started dealing with the organization. Leveraging upon the vast range of Havells products, be it consumer goods or industrial appliances, we sell all of those. I don't think any other Indian company is as professional, transparent and quality-conscious.

### How would you describe its approach towards dealers?

Amongst the dealer community, Havells is known to be a dealer friendly company and continues to do multiple things to make lives of dealers easier. It is extremely supportive and conscious to the needs of dealers. Whether it is dealer friendly schemes, health benefits or thinking of bringing the family closer, Havells does it all.

Havells has always helped us grow. Every step taken by the company is in this direction only and that is one thing that separates Havells from any other company. It's been my honour and pleasure to work for such a company, says Mr. Chandgothia who recently opened another showroom in Kolkata.

## HAVELLS wins accolades for its CSR initiative

Havells mid-day meal programme at Alwar has been awarded the Special Jury Award in the Child Rights Champion Awards 2015 organized by C.R.Y. (Child Rights and You), one of the most prestigious Indian NGOs focusing on childcare and development. The award recognizes companies who have ensured that their business policies and practices include the well-being of children as a critical focus area. Havells today provides mid-day meal to 55,000 school children across 666 schools in Alwar district, Rajasthan.



Child Rights Champion Awards 2015

## New Product launches

### Launch of India's First Brightest LED

LED is the recent buzz in the lighting industry and Havells is one of the prominent players in the LED space in India. The company recently launched India's BRIGHTEST LED lamps range 'LUMENO'. The latest addition to Havells' LED portfolio offers an impressive 110 lumens per watt which is the highest in the industry and comes at an economical cost. These are manufactured at the ultra-modern plant in Noida.

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.

Introducing  
India's Brightest LED

Lumeno

Lumen Efficacy  
110  
lumen/watt



### EURO-II

LATEST  
SAFEST.



### First 'Made in India' MCB added to Havells portfolio; Launches premium range of MCB and RCCB under "EURO II" series

Innovation and growth have always been on the forefront for Havells with a higher emphasis on quality and safety for consumers. Considering the modern day requirements and changing lifestyles of customers, Havells has introduced premium range of MCB and RCCB under "EURO II" series adding another feather to its cap of product innovations. Manufactured at the company's state of the art plant at Baddi in Himachal Pradesh, the Euro II series has been completely designed and developed by the Havells R&D team in India as per global specifications.

Euro II series has a unique design of Bi stable mounting clip along with safety terminals to eliminate the human error by electricians. Rising temperatures and growth of personal appliances over last few years have necessitated the need for maintaining moderate temperatures in and around the MCB. The new range comes with a completely new outer design for better air circulation ensuring no inconvenience for customers.

### ES-40 India's revolutionary 40 W energy efficient fan

India's first 40 watt fan; meets all parameter of 5 star rating

Havells India recently added the most energy efficient fan, ES-40, to its portfolio. Its unique blade design promises of superior air delivery and great aesthetics. The company has already applied for patent of its unique and classy 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. ES-40 enables saving of upto

Rs. 1020/- per year. Thus the incremental cost can be recovered in just 4 months. 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.

ES-40 comes in three different colours- Brown, Ivory and white. It is being manufactured at the state of the art Fans plant in Haridwar.



Parameter & Criteria	ES-40	Ordinary Fans
Rated Wattage	40 W#	75 W
Energy Consumption @ 16 hrs/day	640Wh	1200 Wh
Total units of Electricity/Month	19 Units	36 Units
Cost of Electricity/Month @ Rs. 5/- Unit	Rs. 95.00	Rs. 180.00

\*Calculation based on average usage & cost of electricity for 1200 speed.  
#Wattage may vary upto 5%

### koolaire 60 & koolaire 40

#### AIR COOLER

- Auto swing
- 3 speed settings
- Adjustable louvers
- Dry run protection
- Inverter Compatible
- Large water tank
- Casters for easy mobility
- Online tank filling with float valve
- 5 Leaf aluminium blade for powerful airflow
- Front castors with brakes to avoid undesired mobility



### Spartz

- Contemporary elegant design
- Optimum air delivery even at low voltage
- Available in stunning color combinations
- Sweep 1200 mm



### Momenta

- Architectural bronze finish
- Remote control operations
- Contemporary LED underlight
- State -of-the -art aesthetics & styling
- Unique designer blades for superior corner to corner air flow



### Genie Mixer Grinder

- Big speed control knob for easy usage
- 3 step speed control with pulse function
- Built in overload protector for motor safety
- Flow breakers in jars for better grinding/liquidizing
- Superior 304 grade stainless steel blades
- 3 hygienic stainless steel jars
- 500 watts



## Switzerland calling: Enjoy the nature with Havells

Havells, as an organization has always endeavoured to enhance and strengthen its relationship with its channel partners. It has always gone beyond its business obligation to let them reenergize with their near & dear ones and take some time out of their busy schedules to taste the fruits of what they have earned & contributed to the company.

Every alternate year we take our channel partners to different locations for work cum pleasure conference. This year all the partners who have achieved their targets will be visiting picturesque Switzerland, from July 2-7, 2015. Switzerland is best known for its financial institutions, fine cheese, chocolates, watch

making industry and scenic beauty has many more surprises in store for visitors. The country offers some of the most beautiful

and breath-taking places like Zurich, Mt. Titlis, Mt. Jungfrau, Lucerne to name a few.

