

COMPREHENSIVE DIGITAL MARKETING FOR HAVELLS INDIA LTD

A Project report submitted to Jawaharlal Nehru Technologies University,

Kakinada

In the partial fulfillment for the award of the Degree of

BACHELOR OF TECHNOLOGY

IN

ELECTRONICS AND COMMUNICATION ENGINEERING

SUBMITTED BY

M.NAVEEN REDDY (207W1A0449)

B.PRATHYUSAH (207W1A0403)

K.CHAITANYA (207W1A0444)

D.AJAY KUMAR (207W1A0432)

P.RAGHU RAM REDDY (207W1A0463)

UNDER THE NOBEL GUIDANCE OF

DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

**MALLINENI PERUMALLU EDUCATIONAL SOCIETY'S GROUP
OF INSTITUTIONS**

(Affiliated to Jawaharlal Nehru Technological University, Kakinada)

PULLADIGUNTA(VILLAGE),VATTICHERUKURU(MANDAL)

MALINENI PERUMALU EDUCATIONAL SOCIETYS GROUP OF INSTITUTIONS

(Affiliated to Jawaharlal Nehru Technological University, Kakinada)
PULLADIGUNTA(VILLAGE), VATTICHERUKURU(MANDAL)



DEPARTMENT OF ELECTRONIC AND COMMUNICATION ENGINEERING

This is to certify that the project entitled “ESTIMATION AND PREDICTION OF HOSPITAL AND MEDICAL CARE COSTS” is a bonafide work of

M.Naveen Reddy (207W1A0449), B.Prathyusha(207W1A0403), K.Chaitanya (207W1A0444), D.Ajay Kumar(207W1A0432), P.Raghu Ram Reddy (207W1A0463)

*in the partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in **ELECTRONICS AND COMMUNICATION ENGINEERING** and for the academic year **2023-2024**. This work is done under my supervision and guidance.*

Signature of the Guide

SURESH SIR

Signature of the Head of the Department

Dr.D.VIJAYA SARADHI(HOD)

Signature of the External Examiner

ACKNOWLEDGEMENT

knowledge is an experience gained in life. It is the choicest possession, which should but happily shared with others”.

Apart from my efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I express my gratitude to my esteemed guide, Mr....., Faculty of AIMA, New Delhi for his valuable critiques, assistance and encouragement, which enabled me to carry on the project successfully. He gave me a wonderful opportunity to work on this project. His time-to-time guidance and incessant support helped me to broaden my outlook on the project. I am highly obliged for his support throughout the dissertation.

Lastly, no words are enough to express my heartiest gratitude to my parents whose blessings are inspiration in the foundation of my work.

INTRODUCTION

TABLE OF CONTENT

INDUSTRY PROFILE.....	1
RESEARCH OBJECTIVES..	
RESEARCH METHODOLOGY.....	
LITERATURE REVIEW	
DATA ANALYSIS AND INTERPRETATION...	
CONCLUSION..	
SUGGESTIONS.....	
BIBLIOGRAPHY.	
ANNEXURE.....	1
	2
	.3
	31
	...31
32
	39
	..60

INTRODUCTION

The worldwide electric power industry provides a vital service essential to modern life. It provides the nation with the most prevalent energy form known in history- electricity.

This project consists of a detailed study which was undertaken at Havells India Ltd on the company's overall functioning. The project explains the principles and practices of the organization.

Havells is an electrical and power distribution equipment manufacturer in India. It owns some of the prestigious global brands. The main aim of Havells is to provide best electrical & lighting solutions and to be a globally recognized firm. To achieve this it concentrates more on building long term relationships with all our associates, customers, partners, and employees.

The organization functions with various departments such as Marketing, Finance, Personnel and Production. It maintains a cross-department interaction for achieving the organizations effectiveness. The departments are driven by qualified and experienced professionals backed by an efficient work force. It encourages employees to be participative, innovative and creative and thus building a team spirit which helps them to realize collective potential. The products of the company have a good reputation in the market and hence the growth of the company is very much

imminent.

INDUSTRY PROFILE

Prospects of the Indian Electric Industry:

Like every other industrial sector in India, the Indian Electrical Industry too is slowly emerging from out of its "protective cover". For far too long has Indian Industry remained shackled and consequently inward looking. Over the past fifty years there was no exposure to global players and competition, with the result that the Industry grew up in a sheltered environment, dependent on the Government for everything, from licenses to

protection to tariffs. Each one of these interventions was aimed at securing protection for oneself and ensuring growth of one's own organization at the cost of industry and the nation at large. Lack of global competition encouraged a "cost plus" approach, where every conceivable cost increase was passed on to the customer. There was thus no motivation to reduce costs.

As per the recent survey, the global electrical & electronics market is worth \$1,038.8 billion, which is forecasted to grow to \$ 1,216.8 billion at the end of the year 2008. If we talk of electrical & electronics production statistics, the industry accounted for \$1,025.8 billion in 2006, which is forecasted to reach \$1,051.5 billion in

future

At the outset, it must be stated that the reduced domestic demand is at best a temporary phenomenon. The power sector in India is bound to grow and this will undoubtedly boost demand from the Utilities, quite apart from the industrial demand which will continue to grow with increased industrial output. The poor financial

health of the SEBS is however a damper that cannot be wished away in the short term.

This will continue to plague corporate in the Electrical Industry, until the SEB restructuring and unbundling brings a turnaround in the medium term.

COMPANY PROFILE

HAVELLS

INTRODUCTION

The worldwide electric power industry provides a vital service essential to modern life. It provides the nation with the most prevalent energy form known in history- electricim0ty.

This project consists of a detailed study which was undertaken at Havells India Ltd on the company's overall functioning. The project explains the principles and practices of the organization.

Havells is an electrical and power distribution equipment manufacturer in India. It owns some of the prestigious global brands. The main aim of Havells is to provide best electrical & lighting solutions and to be a globally recognized firm. To achieve this it concentrates more on building long term relationships with all our associates, customers, partners, and employees.

The organization functions with various departments such as Marketing, Finance, Personnel and Production. It maintains a cross-department interaction for achieving the organizations effectiveness. The departments are driven by qualified and experienced professionals backed by an efficient work force. It encourages employees to be participative, innovative and creative and thus building a team spirit which helps them to realize collective potential. The products of the company have a good reputation in the market and hence the growth of the company is very much

imminent.

INDUSTRY PROFILE

Prospects of the Indian Electric Industry:

Like every other industrial sector in India, the Indian Electrical Industry too is slowly emerging from out of its "protective cover". For far too long has Indian Industry remained shackled and consequently inward looking. Over the past fifty years there was no exposure to global players and competition, with the result that the Industry grew up in a sheltered environment, dependent on the Government for everything, from licenses to protection to tariffs. Each one of these interventions was aimed at securing protection for oneself and ensuring growth of one's own organization at the cost of industry and the nation at large. Lack of global competition encouraged a "cost plus" approach, where every conceivable cost increase was passed on to the customer. There was thus no motivation to reduce costs.

As per the recent survey, the global electrical & electronics market is worth \$1,038.8 billion, which is forecasted to grow to \$ 1,216.8 billion at the end of the year 2008. If we talk of electrical & electronics production statistics, the industry accounted for \$1,025.8 billion in 2006, which is forecasted to reach \$1,051.5 billion in

future

At the outset, it must be stated that the reduced domestic demand is at best a temporary phenomenon. The power sector in India is bound to grow and this will undoubtedly boost demand from the Utilities, quite apart from the industrial demand which will continue to grow with increased industrial output. The poor financial

health of the SEBS is however a damper that cannot be wished away in the short term.

This will continue to plague corporate in the Electrical Industry, until the SEB restructuring and unbundling brings a turnaround in the medium term.

COMPANY PROFILE

HAVELLS

The worldwide electric power industry provides a vital service essential to modern life. It provides the nation with the most prevalent energy form known in history- electricity.

This project consists of a detailed study which was undertaken at Havells India Ltd on the company's overall functioning. The project explains the principles and practices of the organization.

Havells is an electrical and power distribution equipment manufacturer in India. It owns some of the prestigious global brands. The main aim of Havells is to provide best electrical & lighting solutions and to be a globally recognized firm. To achieve this it concentrates more on building long term relationships with all our associates, customers, partners, and employees.

The organization functions with various departments such as Marketing, Finance, Personnel and Production. It maintains a cross-department interaction for achieving the organizations effectiveness. The departments are driven by qualified and experienced professionals backed by an efficient work force. It encourages employees to be participative, innovative and creative and thus building a team spirit which helps them to realize collective potential. The products of the company have a good reputation in the market and hence the growth of the company is very much

imminent.

INDUSTRY PROFILE

Prospects of the Indian Electric Industry:

Like every other industrial sector in India, the Indian Electrical Industry too is slowly emerging from out of its "protective cover". For far too long has Indian Industry remained shackled and consequently inward looking. Over the past fifty years there was no exposure to global players and competition, with the result that the Industry grew up in a sheltered environment, dependent on the Government for everything, from licenses to protection to tariffs. Each one of these interventions was aimed at securing protection for oneself and ensuring growth of one's own organization at the cost of industry and the nation at large. Lack of global competition encouraged a "cost plus" approach, where every conceivable cost increase was passed on to the customer. There was thus no motivation to reduce costs.

As per the recent survey, the global electrical & electronics market is worth \$1,038.8 billion, which is forecasted to grow to \$ 1,216.8 billion at the end of the year 2008. If we talk of electrical & electronics production statistics, the industry accounted for \$1,025.8 billion in 2006, which is forecasted to reach \$1,051.5 billion in

future

At the outset, it must be stated that the reduced domestic demand is at best a temporary phenomenon. The power sector in India is bound to grow and this will undoubtedly boost demand from the Utilities, quite apart from the industrial demand which will continue to grow with increased industrial output. The poor financial

health of the SEBS is however a damper that cannot be wished away in the short term.

This will continue to plague corporate in the Electrical Industry, until the SEB

restructuring and unbundling brings a turnaround in the medium term.

COMPANY PROFILE

HAVELLS

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, 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 some of the prestigious global brands like Crabtree, Sylvania, Concord, Luminance, Linolite & Standard.

With 94 branches / representative offices and over 5000 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 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.

In an attempt to transform itself from an industrial product company to a consumer products company, Havells launched the consumer electrical products such as CFLs, Fans, Modular Switches Luminaires, Water Heaters and Domestic Appliances. The company has been consistent in its brand promotion with sponsorship of Cricket

events like T20 World Cup, India-Australia Series and IPL Season first, second, third and fourth.

The company has also taken the initiative to reach directly to the consumers through "Havells Galaxy" a one stop shop for all electrical and lighting needs. Havells has more than 100 such Galaxies across the country.

Social and environmental responsibility has been at the forefront of Havells operating philosophy and as a result the company consistently contributes to socially responsible activities. For instance, the company is providing mid-day meal in government schools in Alwar district, covering 30000 students per day. Besides this

company has acquired land for constructing a larger kitchen with all the modern facilities to serve freshly cooked food to 50000 students in the area. Havells runs at mobile Medical Van, equipped with a trained doctor and necessary medicines in the rural areas of Delhi & NCR for the very poor and needy villagers. We also set up free medical check-up camps. In the past also, the company has generously contributed to

the society during various national calamities like the Bihar Flood, Tsunami and Kargil National Relief Fund etc.

The essence of Havells success lies in the expertise of its fine team of professionals, strong relationships with associates and the ability to adapt quickly and efficiently, with the vision to always think ahead.

HISTORY

1958:

Commenced trading operations in Delhi

1971:

Bought HAVELLS Brand

1976:

Set **up** the first manufacturing plant for **Rewireable** Switches and Changeover Switches at Kirti Nagar, Delhi.

Havells in the year 1976.

1979:

Set up a manufacturing plant for **HBC** Fuses at Badli, Delhi.

1980:

Started manufacturing Energy Meters at Tilak Nagar, **Delhi**.

1983:

Acquired Towers and Transformers Ltd. and turned it into a profitably manufacturing Energy Meters Company in one year[citation needed].

1987:

Started manufacturing MCBS at Badli, Delhi in a Joint Venture with **Geyer**, Germany.

1990:

Set up a manufacturing plant at Sahibabad, UP for Changeover Switches.

1993:

Set up another manufacturing plant at Faridabad, Haryana for Control **Gear** Products.

1996:

Acquired a manufacturing plant at Alwar, Rajasthan for Power Cables & Wires.

Entered into a Joint Venture with Electrium, UK for manufacturing Dorman Smith MCCBs and Crabtree Modular Plate Switches.

1997:

Acquired Electric Control & Switchboards at NOIDA for manufacturing customized packaged solutions.

1998:

Introduced high-end Ferraris Meters in Joint Venture with DZG, Germany.

2000:

Acquired controlling stake in Duke Arnics Electronics (P) Limited engaged in manufacturing of Electronic Meters-Single Phase, Three Phase, Multi Function, Tri-Vectors.

Acquired controlling interest in an industry major-Standard Electricals Ltd.

2001:

Acquired business of Havells Industries Ltd, MCCB of Crabtree India Limited and merged ECS Limited in the company to consolidate its area of core competence.

2002:

Standard Electrical Company becomes a 100% Subsidiary of the company

Attained the IEC certification for Industrial switchgear and CSA certification for all manufacturing plants.

2003:

Set up manufacturing plant at Baddi (H.P.) for manufacturing of Domestic Switchgear.

Set up a manufacturing plant for manufacturing of CFL at existing manufacturing plant in Faridabad, Haryana.

6

2004:

Set up a manufacturing plant for manufacturing of Ceiling Fans at Noida, UP.

Set-up their own marketing office in London through their wholly owned subsidiary company Havells U.K. Ltd.

In December 2004, placed 235 fully convertible debentures of Rs. 10 lakhs on M/s. Shine Ltd., Mauritius and the debenture got converted in June, 2006. Attained the CE certificate for CFLs.

2005:

Set up manufacturing plant in Haridwar, Uttaranchal for manufacturing Fans.

Awarded the KEMA certification by The Dutch Council for Accreditation, making QRG the only group to attain this certification[citation needed].

Set up of R&D Center in Noida H.O.

2006:

Crabtree India merged with Havells India.

Added CFL production unit in Haridwar manufacturing plant.

Expansion at Alwar manufacturing plant for increase of production capacity.

Expansion at Baddi manufacturing plant and set-up of an Export Oriented Unit.

2006:

First Company to get the ISI Certification for complete range of CFLs.

Started mid-day meal program at Alwar, Rajasthan caters to 10,000 students from 77 schools[citation needed].

2007:

Set up of Capacitor manufacturing plant in Noida, UP with the capacity of 6,00,000

KVAR per month.

7

Acquired the Lighting business of a Frankfurt based company "Sylvania", a global leader in lighting business and now the company's turnover crosses US\$ 1 Billion.

Havells at that time was best known for its electrical switches, energy meters and miniature circuit breakers (MCBs), while SLI Sylvania was a renowned yet under-leveraged European lamps and fixtures brand. In March 2007, Havells acquired SLI Sylvania of Netherlands for \$300 Million, making it the fourth largest lighting business in the world, worth over a billion USD!

This was, at that time, the biggest overseas takeover by an Indian Electrical equipment manufacturer. This takeover helped take the Havells brand to over 20,000 dealers across Latin America, Europe, Asia and Africa. The combined Havells-Sylvania generated over a \$1 billion in revenue with more than 60% coming from international sales.

Havells' portfolio of prestigious[citation needed] global brands now includes Crabtree, Sylvania, Concord, Luminance, Linolite & SLI Lighting.

2008:

First Indian CFL manufacturers to have adopted RoHS, European norms on Restriction of Hazardous Substances in CFLs.

Set up of Global Corporate office, QRG Towers at Expressway Noida.

Havells Corporate Office.

Investment of Rs.50 Crores in Global Center for Research and Innovation (CRI).

Set up
of fully automatic plant for Havells Lafert Motors at Neemrana.

Change in Corporate BRAND identity.

2009:

Set up of fully automatic 2nd unit for switchgear manufacturing at Baddi.
Global consolidation of CFL manufacturing plant at Neemrana for domestic and export purposes.

Launch of India's 1st HPF CFL.

Launch of India's 1st BEE 5* Rated Fan.

2010:

Inauguration of fan manufacturing unit 2 at Haridwar.

Global Launch of LED products.

Acquired 100% interest in Standard Electricals.

Sets up World's First New Generation CMH Lamp Plant at Neemrana.

A A
A
A

BOARD OF DIRECTORS

Q. ROY GUPTHA (Chairman)

Has ardent faith in transparency to the core. He is a cut throat business entrepreneur and a technocrat, highly professional in finance and accounts, legal and personnel, advertisements and in circulation or marketing.

ANIL GUPTHA (junior Managing Director)

Sri. L. RAMANAND BHAT (Director of Havells India limited)

Sri. SURENDRA GOYAL (Chief executive officer)

Sri. PROMOD MISHRA (vice president of finance department)

Director of board at Havells India Limited handles finance and accounts wing of the group.

Entering Management Team

The top management of the team is a highly proven team in planning and implementing new plans and consolidating leadership position in their business. The team has over 20 years experience in running a leading Electrical products and bath fittings.

Management Responsibilities (ISO 9001-2000)

Customer satisfaction.

Statutory or regulatory requirement needed to conduct business.

Management requirement

Employee's satisfaction

COMPITITORS INFORMATION

There are lots **of** competitors for Crabtree, but the major competitors are:

1 . Parry ware:

10

It is company which is one of the closest competitor for Crabtree, because it has similar type of products with similar technology used to produce the product. The designs of the products are also of the unique type as of the Crabtree products

2. Jaguar:

Jaguar products are almost cheaper than parry ware and other competitors. It also has similar product line and product extension.

These two companies are the main and closest competitors to Havells India limited in bath fittings.

PRODUCTS AND SERVICES

Havells has emerged as a preferred choice for discerning individual and industrial

consumers. Havells is the largest manufacturer of MCBS in the country. Our products are approved by international quality bodies such as KEMA, UL, CE, CSA and VDE and are as per IEC standards.

- **Building Circuit Protection**

Miniature Circuit Breaker

Isolator

Changeover Switch

Residual Current Circuit Breaker (RCCB)

RCBO

Distribution Board (DB)

Indicator Light

- **Industrial Circuit Protection**

Air Circuit Breaker

MCCB

Panel Board system Changeover Switch

11

- **By-pass Changeover Switch**

Load Changeover Switch

Automatic Transfer Switch

Switch Disconnecter

Control Gear

Switch Disconnecter Fuse

Fuse Switch and Switch Fuse

Chamber System

Fuse Holder

- Nylon Fuse Base

Fuse Link and Fuse Base

• Motors

Foot Cum Flange Motor.

Foot Mounting

Flange Motor

Foot Cum Flange

Inverter Duty Motors with Forced Cooling

Crane Duty Motors

Brake Motors

● Capacitors

Normal Duty

- Heavy Duty

Super Heavy Duty

Agriculture Duty

Motor Run Capacitors

• Lighting

Endura Cityliner.

LED Lighting

Consumer Lighting

Commercial Lighting

Down Lighter

- Landscape - Bunker Lighting

Industrial Lighting

Area Lighting

Road Lighting

- Specialty Lamps

Accessories

- Aura Lighting

- **CFL**

India's First HPF Green CFL.

Retrofit

Non Retrofit

Higher Range

Liliput

FPL

- **Water Heater**

- **Fans**

Instantaneous Water Heater

Electric Storage Water Heater

Havells Ceiling Fans.

Ceiling Fans

Table Fans

Wall Mounting Fans

Pedestal Fans

13

Air Circulator **Fans**

- Ventilating Fans

- **Modular Plate Switches**

Havells Modular Switches

Crabtree Modular Switches

- **Cables and Wires**

Power Cables - Aluminum

Control Cables - Copper

Copper Flexible Cables.

- **Domestic Appliances**

Digital Dimming

Manufacturing **Units**

VISION, MISSION AND VALUES

Vision

To be a globally recognized corporation that provides best electrical & lighting solutions, delivered by best-in-class people

Mission

To achieve our vision through fairness, business ethics, global reach, technological expertise, building long term relationships with all our associates, customers, partners, and employees

Values

Customer Delight: A commitment to surpassing our customer expectations.

Leadership by example. A commitment to set standards in our business and transactions based on mutual trust.

Integrity and Transparency: A commitment to be ethical, sincere and open in our dealings.

Pursuit of Excellence: A commitment to strive relentlessly, to constantly improve ourselves, our teams, our services and products so as to become the best in class.

MILESTONES

2011:

Launch of new range of Control Gear Cosmic Star series

Set up of new Industrial Switchgear Plant in Sahibabad

Launch of Domestic Appliances

Standard Electrical merged with Havells

Entered into a Joint Venture with Shanghai Yaming Lighting, China

2010:

Sets up 2nd unit for Fan manufacturing at Haridwar.

Acquired 100% interest in Standard Electricals

Sets up World's First New Generation CMH Lamp Plant at Neemrana.

Enter into Electric Water Heaters business.

Launch of Havells brand in US & Mexico

2009:

Set up of fully automatic 2nd unit for switchgear manufacturing at Baddi.

Global consolidation of CFL manufacturing plant at Neemrana for domestic and export purposes.

Launch of India's 1st HPF CFL

Launch of India's 1st BEE 5* Rated Fan
2008:

First Indian CFL **manufacturers** to have adopted RoHS, European norms on
Restriction of **Hazardous** Substances in CFLs.

Set up of Global Corporate office, QRG Towers at Expressway Noida

Investment of Rs.50 Crores in Global Center for Research and Innovation (CRI)

Set
up of fully automatic plant for Havells Lafert Motors at Neemrana

Change in Corporate BRAND identity

2007 :

Set-up of Capacitor manufacturing **plant** in Noida, **UP** with the capacity of 6, 00,000
KVAR per month.

Acquired the Lighting business of a Frankfurt based company "Sylvania", a global leader in lighting business and now the company's turnover crosses US\$ 1 Billion.

Warburg Pincus, a global private equity firm and **one** of the largest investors in India, invested US \$110 million in Havells India Ltd. Havells issued fresh shares to

Warburg Pincus, representing approximately 11.2% of the fully diluted share capital
of the company.

QRG Group entered healthcare business by acquiring a majority stake in Central Hospital and Research Centre, Faridabad.

2006:

Crabtree India merged with Havells India.

Added CFL production unit in Haridwar manufacturing plant.

Expansion at Alwar manufacturing plant for increase of production capacity.

Expansion at Baddi manufacturing plant and set-up of an Export Oriented Unit.

17

First Company to get the ISI Certification for complete range of CFLs.

Started mid-day meal program at Alwar, Rajasthan caters to 10,000 students from 77 schools.

2005:

Set up manufacturing plant in Haridwar, Uttaranchal for manufacturing Fans.

Awarded the KEMA certification by The Dutch Council for Accreditation, making QRG the only group to attain this certification.

Set up of R&D Center in Noida H.O.

2004:

Set up manufacturing plant at Baddi, HP for manufacturing of Domestic Switchgear.

Set up a manufacturing plant for manufacturing of CFL at existing manufacturing plant in Faridabad, Haryana.

Set up a manufacturing plant for manufacturing of Ceiling Fans at Noida, UP.

Set-up our own marketing office in London through our wholly owned subsidiary company Havells U.K. Ltd.

In December, 2004 placed 235 fully convertible debentures of Rs. 10 Lacs on M/s. Shine Ltd., Mauritius and the debenture will be converted in June, 2006.

Attained the CE certificate for CFL.

2003:

Launch of Fans, CFL and Lighting

18

ORGANIZATIONAL STRUCTURE AND CHART

FUNCTIONAL DEPARTMENTS OF THE ORGANIZATION

Functional department play a vital role in the organization. Functional department of global nutrition are:-

> **Human resource department**

► **Marketing & sales department**

> **Finance department**

Research & development department

Finance

Our Finance professionals partner with operating groups to provide financial support for their initiatives, while managing the overall financial performance of Havells. Members of the Finance Department also play an integral role in making key strategic business decisions, such as the evaluation of contractual relationships with business partners and new business ventures.

Human Resources

At Havells, we're known for our focus on people and Human Resources leads the way, partnering with our businesses in corporate, divisional and product units. Our Human Resources department, whether at the divisional or corporate level, manages training and development, succession planning, compensation, benefits, recruitment and staffing, and other specialties geared towards attracting, retaining and developing the best and the brightest.

Marketing

Our Marketing Department is responsible for successfully positioning our products in the highly competitive marketplace, with a focus on disease management-managing human health, not just products

19

Department members initiate rigorous market and product specific research to determine how

best to launch a new product and create tools to support our sales force, as well as

programmers to educate our customers and consumers.

Research *and*
Development

Innovation is the hallmark of *every* vital development at QRG. New ideas, inventions deepen

scientific knowledge and *give its work* force a new impetus towards technical progress.

QRG technological strengths and its endeavor towards continuous research *& development* have **allowed it** to fulfill its responsibilities towards its **customers**. The responsibility f

providing its customers the best products and zero defect services to enable them to be

comfortable and secure in usage of electricity.

Havells Miniature Circuit Breakers

Capacitors

Havells started manufacturing of its new range of products Capacitors in February 2007

Havells Capacitors *are* designed and manufactured using S3 **technology**. It

encompasses product with triple shield with differential disconnecter in the event of

any fault within due to environmental compatibility. Automatic controlled vacuum potting of "Element Modules" ensures fault remains localized, and protects the installation in spite of hazards

Advance technologies adopted in our "Capacitors" offer you unmatched safety and

outstanding performance under Indian conditions benefiting you month after month

and every year from now on...

Our commitment to manufacturing excellence and providing a world class quality products at affordable prices in creating your industry more energy efficient, now from even wider spectrum of products from Havells; we offer you a complete solution which is not only safe and reliable but also help you save your energy.

Havells Capacitors

Fans

Havells entered fan business in mid 2003 and has emerged as one of the fastest growing fan brands in the Indian market. Havells has captured customers' fancy with innovative design and excellent finishes. From premium fans in exquisite antique finishes to fans specially designed for kids, **dual** color fans and **super** speed fans. Havells offers a complete range to meet varied individual needs

Cables

Set up in the year 1996, Havells Cables plant (an ISO: 9001-2000 certified unit) is located in Alwar, in the state of Rajasthan, India. Since inception, Havells has invested heavily in the manufacturing infrastructure, which has today become one of the largest in India. All wires & cables are manufactured on most modern laser controlled automatic machines, using best raw material from primary manufacturers

ensuring perfect quality

Features:

+ Highly compacted conductors to reduce AC losses which are due to skin and proximity effect

+ Purest insulation to bear thermal and thermo-mechanical stresses at continuous normal and short circuit temperature conditions.

+ Complete protection against most forms of electrolytic and

+ Extruded inner sheath (for XLPE insulated power cable HT)

Sequential length marking on outer sheath of the cables

+ Over 90% armour coverage of armored cables

chemical corrosion.

Havells cables

POWER CABLES UPTO 33 KV

HAVELL'S CABLES

24

Switches

A new addition to the Havells product portfolio Pearlz, a range of aesthetically designed modular plate switches that are engineered to deliver protection and built to last. A well-designed knob provides soft operation and the ultra-tech mechanism ensures longevity. Pearlz promises quality and reliability. Available in a pure white finish, these switches lend pristine beauty to your walls for years.

ALL

Crabtree Bath fittings

Crabtree is a name synonymous with truly world-class luxury bath fittings. Backed by the HAVELLS Group, India's leading electrical switchgear and equipment manufacturer, Crabtree is in distinguished company.

To cater to its global clientele, the Group has set up an extensive distribution network for this exclusive range both in India and abroad, to provide customers with technical support and after sales service.

Production at Crabtree is a symbiosis between advanced technology, maximum functionality and aesthetic designing to match the taste of the discerning clientele.

The state-of-the-art plant at Bhiwadi (Rajasthan) is a unique fusion of the best human and technical resources.

Havells Meters

The world and with over nine decades of expertise in the field of energy measurement, M/s With over 10 million Ferraris meters in successful operation in fourteen countries all over. Deutsche Zahlergesellschaft, Germany (DZG), established in the year of 1917, now offer their technology towards high quality metering in India.

TTL Limited, the Metering unit of Havells group, manufactures high quality single phase Ferraris meters, under a joint venture with DZG, at their new unit at Sahibabad in Uttar Pradesh, India. This manufacturing venture shall cater to the DZG market of highly quality conscious European customers, to the world wide export markets, and to the quality conscious. Indian utilities. A rugged, well established and proven meter design ensures high quality, long life, trouble free, very accurate and reliable energy measurement **that** shall go a long way in improving the Utility-Consumer relationship, through reliable and genuine data for billing purposes.



Havell's Meters
PRODUCT PROFILE

CFL (Compact Fluorescent Lamps)

Havell's is one of India's leading energy efficient, lighting solutions Company.

Always sensitive to the needs of the consumers and country, the company strives to serve them better with energy efficient light sources. The new range of compact fluorescent lamps and luminaries from Havell's are a result of this conviction.

Manufactured using state-of-the-art machinery, cutting edge technologies and top quality raw materials imported from the world's best sources, provide the consumers with the highest lumen output that too with lowest power consumption. These CFLs last

eight times longer than ordinary GLS bulbs. They brighten your life with more light, more savings and more life. With two manufacturing units in India and clients ranging from Asia-Pacific, Middle East, Europe, Africa and Australia Havell's CFL is a story of constant innovation and profound quality.

28
SWOT ANALYSIS

A scan of internal and external environment is an important part of the strategic planning process.

Environment factors internal to the firm can be classified as strength (s), and weakness (w), and factors external to the firm can be classified as opportunity (o), and Threat (T). Such an analysis of internal and external factors is referred as SWOT analysis. The SEOT analysis has been useful tool for the industry. The process of utilizing the SWOT approach requires an internal survey of opportunities and threats.

STRENGTHS

Trained skilled and dedicated employees and committed management.

Flexibility in production and supply of products with different product mixture.

- Development of new product as per requirement of the customer with minimum lead - time.
- On time delivery of products as per the specifications or drawings.
- > Competitive price
- Complete information on local area network (LAN) system for easy traceability.
- Adoption of griffin technology in production (it is used for recycling the scrap

materials)

- The company has good technical training center (TTC) for the training and development of staff.

WEAKNESS

- Have to face the bureaucracy
- Essences of professional HRM:
 - " absences of performance appraisal system
 - merit rating system.

29

- Hectic Work Schedule, the company is having work schedule of three shifts of eight hours each and the company is facing worker shortage both these factors contributes to the additional stress on the present work force.

OPPORTUNITIES

Backward integration, the companies cease to be dependent on there need and have integrated backwards; this is explained by the huge distribution network. To give maximum employment opportunities in the Karnataka sincere and.

hard working people help to build the company marketing share.

- Diversification

The company has huge scope in diversifying their business into few other countries because of good market share in the present trend.

THREATS

Economy showdown

> New technology

► Government regulations.

Increase competition in this segment / Industry to liberalization there is increase the competitors in last 5 yrs company has to fight for marketing share.

Dependent on economy scenario

RESEARCH OBJECTIVE AND METHODOLOGY

OBJECTIVE

To understand the marketing strategies of Havells

Comparative analysis of Havells MCB/Changeover switches with other brand.

To find how the product is accepted in the market.

To know the merits and demerits of Havell's MCB promotional offer

To know the perception of customer regarding the quality of Havells

To know how satisfied are customers and retailers with the products they purchase and the services provided by the company.

RESEARCH METHODOLOGY

The research methodology used in this project is described below in detail:

Secondary Data: Company brochures and manuals, Internet etc.

Primary Data: Personal Interviews and Questionnaire.

Tools Used: Both Qualitative and Quantitative

Sampling Method: Random Sampling

Sample Size: 75

Target Audiences: Consumers

LIMITATIONS OF THE STUDY

- My area is confined to New Delhi only and not on any other places.
Most of the retailers are not responsive, actually they didn't gave adequate time to answer the question.
- Possibility of error in data collection because many of the retailers may have not given correct answer to the questions

31

LITERATURE REVIEW

MARKETING STRATEGIES

Marketing strategies which can be used in future by the company to increase its client base and increase its sales.

1. **Designing of catalogue for the company** - a four page catalogue can be designed for the company which will contain all the products manufactured by

the company along with their technical specifications.

Company's vision, mission, goals, quality policy & address of corporate offices will also be mentioned in the catalogue.

Catalogues can be send to the companies who are in power distribution sector and who can be potential clients of the company.

2. **Advertisement in newspapers & magazines** - advertisements in newspapers

(Times of India, Hindustan Times, Dainik Jagran, Punjab Kesri) and Magazines (Electrical Today, Electronics for you etc.) will help company

increase their client base. Advertisement will contain the information about

the products manufactured, quality policy, certifications and approvals from

the government. The companies who are in power distribution sector and who

has requirement of switchgears can contact the head office mentioned in

advertisement.

3. **Searching new clients and sending Introductory letters** - potential

Clients or the companies dealing in power distribution sector can be searched

from internet. Introductory letters along with company catalogue can be send

to these companies. We can expect orders from these companies in future.

4. **Participation in technical fairs and exhibitions** – participation in technical fairs and exhibitions like *ELECRAMA* (it's an electrical exhibition organized by

IEEMA every year in which companies from all over India participate and

advertise their products. Buyers from all over India visit the fair and place orders)

will also help increase its client base.

32

32

5. **E-Marketing of company** company can advertise through online B2B

(Business to Business) marketing sites. In E-marketing sites, companies can

give details about there products, addresses of corporate office, marketing

offices, employee strength, email I.D., clients, product catalogue etc. Buyers

can search sellers according to product and place orders to the company. Company

can give advertisement banners which can be hyperlinked to

company website.

Example: www.punebusinessdirectory.com

www.tradeindia.com

www.indianyellowpages.com

www.indiamart.com

6. Online searching of **buyers** company can also search clients on

Internet on B2B (Business to Business) buying & selling sites. Weekly

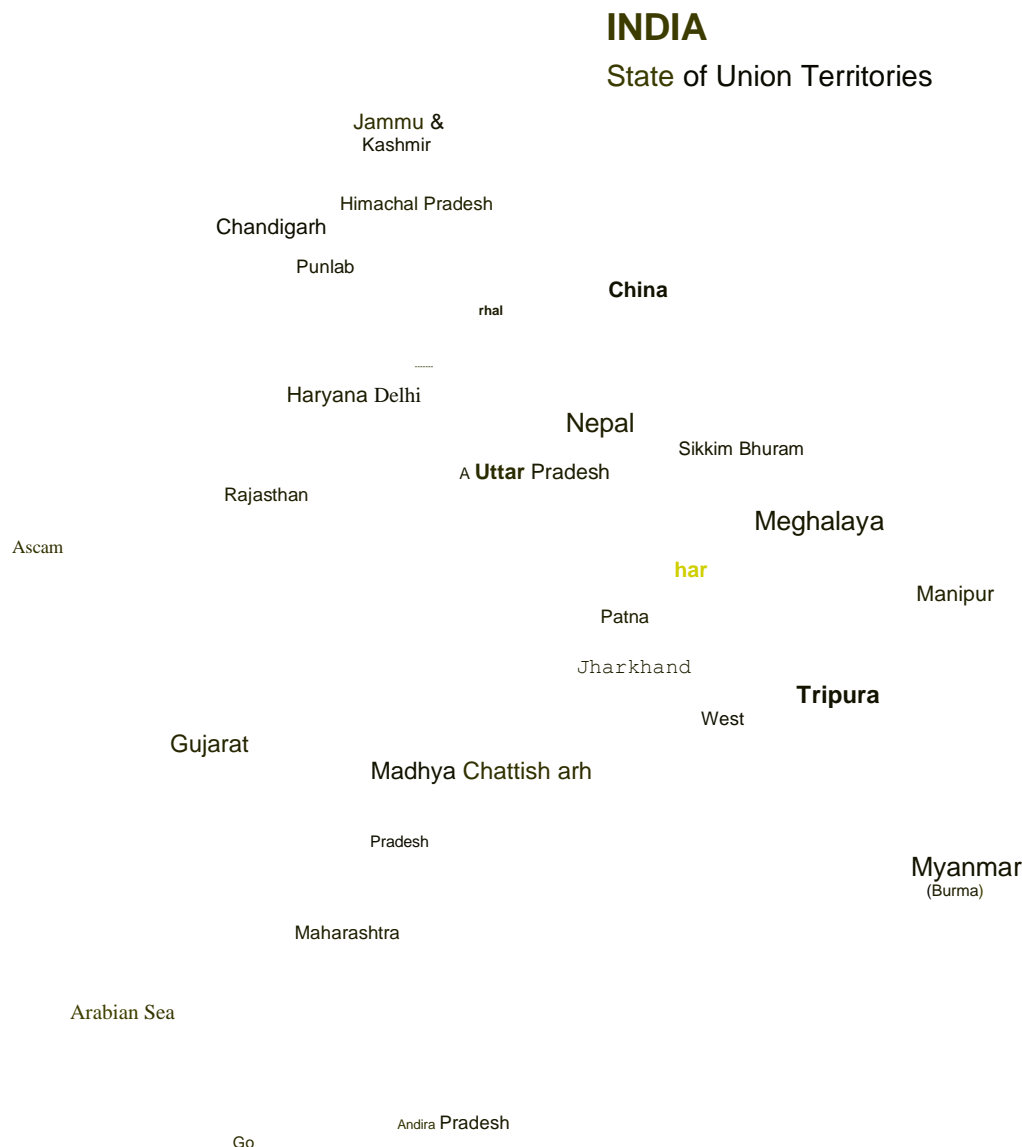
checking of B2B sites can help in identification of buyers who are interested in **purchase** of products manufactured by **our** company.

DEALER'S NETWORK

Havells Domestic Presence ☐
Domestic (India)

QRG's legendary customer focus empowers its people to build sturdy and lasting relationships with its business partners, employees and customers, thus paving the way for unparalleled future growth. Dealers form the core of the company and thanks to a well organized distribution network of over 2500 dealers and more than 30000

retail outlets in India the company is able to meet its customers demand.



Karnataka
Bangalore
Kerala 1/
Tamil Nadu
Sri Lanka
Orissa
Bay of Bengal

34
COMPARATIVE ANALYSIS

STRATEGIC PLANNING SYSTEM

Havells India Limited

Long term planning

Longer PLC

Finolex Cables Limited

Short term planning

Shorter PLC

High value, High price products **High volume, low price products**

Controlled growth

Rapid growth.

Mature & high growth business **High margin business**

Standard Products

Customized Products

Design to cost **MASS Marketing**

Design to performance

NICHE Marketing

BUDGETING SYSTEM

Havells India Limited

Aggressive

Finolex Cables Limited

Conservative

Fund for small and attractive locations **Fund for large and low cost locations**

Less emphasis on cost cutting

Feature and quality driven

Margin of safety

More emphasis on cost cutting

Cost driven

Tight ship

35

REPORTING SYSTEM

Havells India Limited

Limited vertical integration

Finolex Cables Limited

Vertical integration

Taller structure

Flatter structure

High level of MIS networking

Average level
of MIS
networking

PERFORMANCE EVALUATION SYSTEM

Havells India Limited

Finolex
Cables
Limited

Easy

Difficult

Frequent and repetitive Occasional

evaluation

COMPARATIVE ANALYSIS

STRATEGIC PLANNING SYSTEM

Havells India Limited

Long term planning

Longer PLC

Finolex Cables Limited

Short term planning

Shorter PLC

High value, High price products High volume, low price products

Controlled growth

Rapid growth.

Mature & high growth business High margin business

Standard Products

Customized Products

Design to cost MASS Marketing

Design to performance

NICHE Marketing

BUDGETING SYSTEM

Havells India Limited

Aggressive

Finolex Cables Limited

Conservative

Fund for small and attractive locations Fund for large and low cost locations

Less emphasis on cost cutting

Feature and quality driven

Margin of safety

More emphasis on cost cutting

Cost driven

Tight ship

35

REPORTING SYSTEM

Havells India Limited

Limited vertical integration

Finolex Cables Limited

Vertical integration

Taller structure

Flatter structure

High level of MIS networking

Average level

of MIS

networking

PERFORMANCE EVALUATION SYSTEM

Havells India Limited

Finolex

Cables

Limited

Easy

Difficult

Frequent and repetitive Occasional

evaluation

Organizational chart

President

Chairman



Joint Managing Director

General Manager

Manager



Asst. Manager

Д

Sr. Executive

Д

Executive

21

President

PRODUCT PROFILE

Miniature Circuit Breakers (MCB's)

In the residential, commercial and Industrial sectors, final electrical distribution needs

are continuously evolving. Improved operating safety, continuity of service, greater convenience and operating cost have assumed tremendous significance. Havell's breakers have been designed to continually adapt to these evolving needs.

Havell's maintaining pace with the technological changes has introduced Miniature Circuit Breakers tested as per the latest specifications IS:8828-1996, IEC:898-1995 for a breaking capacity of 10KA.

ECH
CHIL-1550337

C

HAVELI

Ha

\$10000

COMPARATIVE ANALYSIS

STRATEGIC PLANNING SYSTEM

Havells India Limited

Long term planning

Longer PLC

Finolex Cables Limited

Short term planning

Shorter PLC

High value, High price products **High volume, low price products**

Controlled growth

Rapid growth.

Mature & high growth business **High margin business**

Standard Products

Customized Products

Design to cost MASS Marketing

Design to performance

NICHE Marketing

BUDGETING SYSTEM

Havells India Limited

Aggressive

Finolex Cables Limited

Conservative

Fund for small and attractive locations **Fund for large and low cost locations**

Less emphasis on cost cutting

Feature and quality driven

Margin of safety

More emphasis on cost cutting

Cost driven

Tight ship

35

REPORTING SYSTEM

Havells India Limited

Limited vertical integration

Finolex Cables Limited

Vertical integration

Taller structure

Flatter structure

High level of MIS networking

Average level

of MIS

networking

PERFORMANCE EVALUATION SYSTEM

Havells India Limited

Finolex

Cables

Limited

Easy

Difficult

Frequent and repetitive Occasional

evaluation

Capacitors

Havells started manufacturing of its new range of products Capacitors in February 2007

Havells Capacitors are designed and manufactured using S3 technology. It

encompasses product with triple shield with differential disconnecter in the event of

any fault within due to environmental compatibility. Automatic controlled vacuum potting of "Element Modules" ensures fault remains localized. and protects the installation in spite of hazards

Advance technologies adopted in our "Capacitors" offer you unmatched safety and

outstanding performance under Indian conditions benefiting you month after month

and every year from now on...

Our commitment to manufacturing excellence and providing a world class quality products at affordable prices in creating your industry more energy efficient, now from even wider spectrum of products from Havells; we offer you a complete solution which is not only safe and reliable but also help you save your energy.

Havells Capacitors

Fans

Havells entered fan business in mid 2003 and has emerged as one of the fastest growing fan brands in the Indian market. Havells has captured customers' fancy with innovative design and excellent finishes. From premium fans in exquisite antique finishes to fans specially designed for kids, **dual** color fans and **super** speed fans. Havells offers a complete range to meet varied individual needs

Cables

Set up in the year 1996, Havells Cables plant (an ISO: 9001-2000 certified unit) is located in Alwar, in the state of Rajasthan, India. Since inception, Havells has invested heavily in the manufacturing infrastructure, which has today become one of the largest in India. All wires & cables are manufactured on most modern laser controlled automatic machines, using best raw material from primary manufacturers

ensuring perfect quality

Features:

- + Highly compacted conductors to reduce AC losses which are due to skin and proximity effect

- + Purest insulation to bear thermal and thermo-mechanical stresses at continuous normal and short circuit temperature conditions.

- + Complete protection against most forms of electrolytic and

- + Extruded inner sheath (for XLPE insulated power cable HT)

Sequential length marking on outer sheath of the cables

- + Over 90% armour coverage of armored cables

chemical corrosion.

Havells cables

POWER CABLES UPTO 33 KV

HAVELL'S CABLES

24

Switches

A new addition to the Havells product portfolio Pearlz, a range of aesthetically designed modular plate switches that are engineered to deliver protection and built to last. A well-designed knob provides soft operation and the ultra-tech mechanism ensures longevity. Pearlz promises quality and reliability. Available in a pure white finish, these switches lend pristine beauty to your walls for years.

ALL

Crabtree Bath fittings

Crabtree is a name synonymous with truly world-class luxury bath fittings. Backed by the HAVELLS Group, India's leading electrical switchgear and equipment manufacturer, Crabtree is in distinguished company.

To cater to its global clientele, the Group has set up an extensive distribution network for this exclusive range both in India and abroad, to provide customers with technical support and after sales service.

Production at Crabtree is a symbiosis between advanced technology, maximum functionality and aesthetic designing to match the taste of the discerning clientele.

The state-of-the-art plant at Bhiwadi (Rajasthan) is a unique fusion of the best human and technical resources.

Havells Meters

The world and with over nine decades of expertise in the field of energy measurement, M/s With over 10 million Ferraris meters in successful operation in fourteen countries all over. Deutsche Zahlergesellschaft, Germany (DZG), established in the year of 1917, now offer their technology towards high quality metering in India.

TTL Limited, the Metering unit of Havells group, manufactures high quality single phase Ferraris meters, under a joint venture with DZG, at their new unit at Sahibabad in Uttar Pradesh, India. This manufacturing venture shall cater to the DZG market of highly quality conscious European customers, to the world wide export markets, and to the quality conscious. Indian utilities. A rugged, well established and proven meter design ensures high quality, long life, trouble free, very accurate and reliable energy measurement **that** shall go a long way in improving the Utility-Consumer relationship, through reliable and genuine data for billing purposes.



Havell's Meters
PRODUCT PROFILE

CFL (Compact Fluorescent Lamps)

Havell's is one of India's leading energy efficient, lighting solutions Company.

Always sensitive to the needs of the consumers and country, the company strives to serve them better with energy efficient light sources. The new range of compact fluorescent lamps and luminaries from Havell's are a result of this conviction.

Manufactured using state-of-the-art machinery, cutting edge technologies and top quality raw materials imported from the world's best sources, provide the consumers with the highest lumen output that too with lowest power consumption. These CFLs last

eight times longer than ordinary GLS bulbs. They brighten your life with more light, more savings and more life. With two manufacturing units in India and clients ranging from Asia-Pacific, Middle East, Europe, Africa and Australia Havell's CFL is a story of constant innovation and profound quality.

28
SWOT ANALYSIS

A scan of internal and external environment is an important part of the strategic planning process.

Environment factors internal to the firm can be classified as strength (s), and weakness (w), and factors external to the firm can be classified as opportunity (o), and Threat (T). Such an analysis of internal and external factors is referred as SWOT analysis. The SEOT analysis has been useful tool for the industry. The process of utilizing the SWOT approach requires an internal survey of opportunities and threats.

STRENGTHS

Trained skilled and dedicated employees and committed management.

Flexibility in production and supply of products with different product mixture.

- Development of new product as per requirement of the customer with minimum lead - time.
- On time delivery of products as per the specifications or drawings.
- > Competitive price
- Complete information on local area network (LAN) system for easy traceability.
- Adoption of griffin technology in production (it is used for recycling the scrap

materials)

- The company has good technical training center (TTC) for the training and development of staff.

WEAKNESS

- Have to face the bureaucracy
- Essences of professional HRM:
 - " absences of performance appraisal system
 - merit rating system.

29

- Hectic Work Schedule, the company is having work schedule of three shifts of eight hours each and the company is facing worker shortage both these factors contributes to the additional stress on the present work force.

OPPORTUNITIES

Backward integration, the companies cease to be dependent on there need and have integrated backwards; this is explained by the huge distribution network. To give maximum employment opportunities in the Karnataka sincere and.

hard working people help to build the company marketing share.

- Diversification

The company has huge scope in diversifying their business into few other countries because of good market share in the present trend.

THREATS

Economy showdown

> New technology

► Government regulations.

Increase competition in this segment / Industry to liberalization there is increase the competitors in last 5 yrs company has to fight for marketing share.

Dependent on economy scenario

RESEARCH OBJECTIVE AND METHODOLOGY

OBJECTIVE

To understand the marketing strategies of Havells

Comparative analysis of Havells MCB/Changeover switches with other brand.

To find how the product is accepted in the market.

To know the merits and demerits of Havell's MCB promotional offer

To know the perception of customer regarding the quality of Havells

To know how satisfied are customers and retailers with the products they purchase and the services provided by the company.

RESEARCH METHODOLOGY

The research methodology used in this project is described below in detail:

Secondary Data: Company brochures and manuals, Internet etc.

Primary Data: Personal Interviews and Questionnaire.

Tools Used: Both Qualitative and Quantitative

Sampling Method: Random Sampling

Sample Size: 75

Target Audiences: Consumers

LIMITATIONS OF THE STUDY

- My area is confined to New Delhi only and not on any other places.
Most of the retailers are not responsive, actually they didn't gave adequate time to answer the question.
- Possibility of error in data collection because many of the retailers may have not given correct answer to the questions

LITERATURE REVIEW

MARKETING STRATEGIES

Marketing strategies which can be used in future by the company to increase its client base and increase its sales.

1. **Designing of catalogue for the company** - a four page catalogue can be designed for the company which will contain all the products manufactured by

the company along with their technical specifications.

Company's vision, mission, goals, quality policy & address of corporate offices will also be mentioned in the catalogue.

Catalogues can be send to the companies who are in power distribution sector and who can be potential clients of the company.

2. **Advertisement in newspapers & magazines** - advertisements in newspapers

(Times of India, Hindustan Times, Dainik Jagran, Punjab Kesri) and Magazines (Electrical Today, Electronics for you etc.) will help company

increase their client base. Advertisement will contain the information about

the products manufactured, quality policy, certifications and approvals from

the government. The companies who are in power distribution sector and who

has requirement of switchgears can contact the head office mentioned in

advertisement.

3. **Searching new clients and sending Introductory letters** - potential

Clients or the companies dealing in power distribution sector can be searched

from internet. Introductory letters along with company catalogue can be send

to these companies. We can expect orders from these companies in future.

4. **Participation in technical fairs and exhibitions** – participation in technical fairs and exhibitions like *ELECRAMA* (it's an electrical exhibition organized by

IEEMA every year in which companies from all over India participate and

advertise their products. Buyers from all over India visit the fair and place orders)

will also help increase its client base.

32

32

5. **E-Marketing of company** company can advertise through online B2B

(Business to Business) marketing sites. In E-marketing sites, companies can

give details about there products, addresses of corporate office, marketing

offices, employee strength, email I.D., clients, product catalogue etc. Buyers

can search sellers according to product and place orders to the company. Company can give advertisement banners which can be hyperlinked to

company website.

Example: www.punebusinessdirectory.com

www.tradeindia.com

www.indianyellowpages.com

www.indiamart.com

6. Online searching of **buyers** company can also search clients on

Internet on B2B (Business to Business) buying & selling sites. Weekly

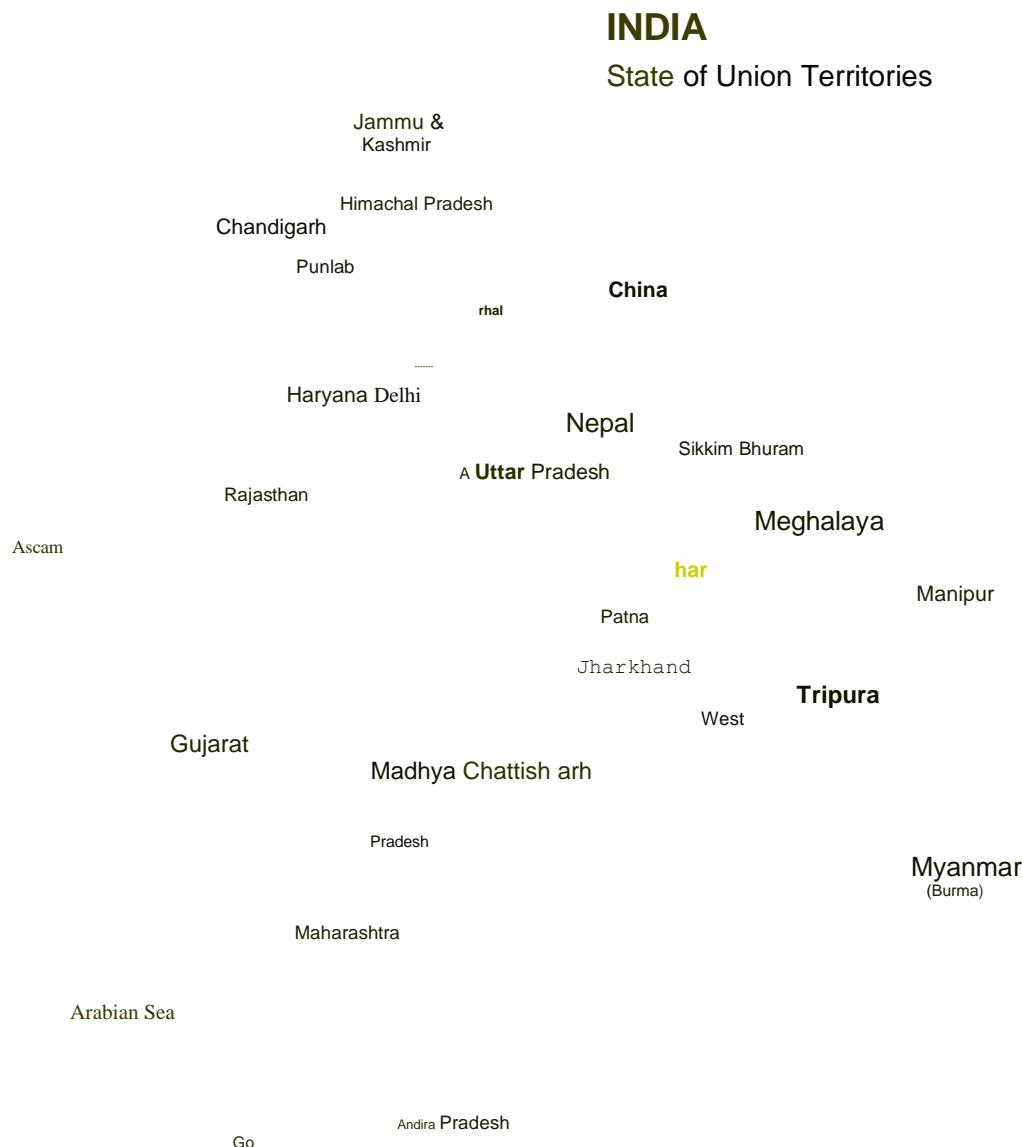
checking of B2B sites can help in identification of buyers who are interested in **purchase** of products manufactured by **our** company.

DEALER'S NETWORK

Havells Domestic Presence ☐
Domestic (India)

QRG's legendary customer focus empowers its people to build sturdy and lasting relationships with its business partners, employees and customers, thus paving the way for unparalleled future growth. Dealers form the core of the company and thanks to a well organized distribution network of over 2500 dealers and more than 30000

retail outlets in India the company is able to meet its customers demand.



Karnataka
Bangalore
Kerala 1/
Tamil Nadu
Sri Lanka
Orissa
Bay of Bengal

34
COMPARATIVE ANALYSIS

STRATEGIC PLANNING SYSTEM

Havells India Limited

Long term planning

Longer PLC

Finolex Cables Limited

Short term planning

Shorter PLC

High value, High price products **High volume, low price products**

Controlled growth

Rapid growth.

Mature & high growth business **High margin business**

Standard Products

Customized Products

Design to cost **MASS Marketing**

Design to performance

NICHE Marketing

BUDGETING SYSTEM

Havells India Limited

Aggressive

Finolex Cables Limited

Conservative

Fund for small and attractive locations **Fund for large and low cost locations**

Less emphasis on cost cutting

Feature and quality driven

Margin of safety

More emphasis on cost cutting

Cost driven

Tight ship

35

REPORTING SYSTEM

Havells India Limited

Limited vertical integration

Finolex Cables Limited

Vertical integration

Taller structure

Flatter structure

High level of MIS networking

Average level
of MIS
networking

PERFORMANCE EVALUATION SYSTEM

Havells India Limited

Finolex
Cables
Limited

Easy

Difficult

Frequent and repetitive Occasional

evaluation

36

evaluation

Strategic Alliances

FACTORS FOR SUCCESS

The company has formed strategic alliances and partnerships with many leading players operating in the end-to-end solutions in the power distribution equipment industry. Havell's has entered manufacturing alliances with several leading electrical companies such as Electrium, Geyer AG, DZG, etc., which has assisted the company to leverage the technical expertise and developing quality products in the electrical

products segment.

Havell's has efficiently leveraged alliances to gain an entry into global markets, developing a strong product portfolio to capture them. The company has developed efficient partnerships to increase its market penetration in the EU.

Leading the Way through Innovation

Havell's has focused on research and development to produce novel products, at the same time, reducing cost and upgrading the quality of its products. The company has a skilled workforce that works on its R&D projects. It has also entered into alliances with several companies, thereby facilitating sharing of technology. It has developed a good brand name by introducing innovative products in the market, which has enabled it to penetrate the market.

Expansion Plans of Havells Globally

It had plans to open four new offices with two each in Far East Asia and in West Asia and North Africa region. With four international marketing hubs in London, Sri Lanka, Dhaka and Dubai, the company is targeting exports in a big way.

As a part of its growth strategy, Havell's is taking initiatives to tap potential markets in the EU. The Company has developed a strong brand presence through alliances with and the acquisition of leading electrical equipment manufacturers in the region. It has also initiated various segment-wise growth plans to drive growth in its overall operations. The company has identified the housing and power sectors as future growth drivers and plans to tap these spheres. Havell's has plans to diversify its product portfolio by venturing into

37

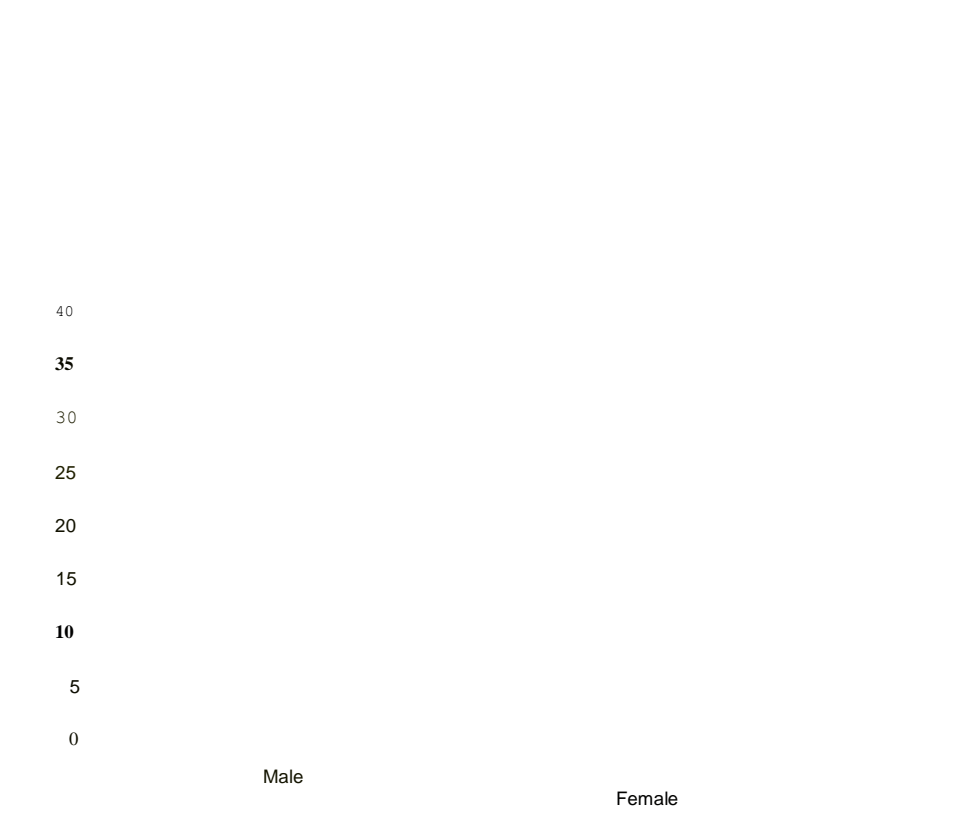
the electrical motors and power capacitors space. It also aims to leverage its established brand presence in these segments. The company expects to increase its exports by approximately 100 per cent. Havell's also plans to increase its capacity to ward off cost pressures and reduce development costs.

The company has plans to increase its brand presence and reach in the EU through strong acquisitions. It has plans to expand its operations in the EU in-organically and enhance its international presence.

DATA ANALYSIS AND INTERPRETATION

CLASSIFICATION ACCORDING TO GENDER

Gender	No. of Respondents	Percentage
Male	40	80%
Female	10	20%
Total	50	100%



INFERENCE:

80% of respondents are male persons,20% of respondents are female persons.

CLASSIFICATION BY PRODUCTS OWNED

Do you have any of the Havells products?

SR.NO. PARTICULARS			
1	Yes		
2	No		
3	Total		
25			
	25		
	20		
	15		
	15		
	10		
	5		
		NO. OF RESPONDENTS PERCENTAGE	
		25	50%
		25	50%

50

100%

CHART NO.4.3.2

0

Yes

No

INFERENCE:

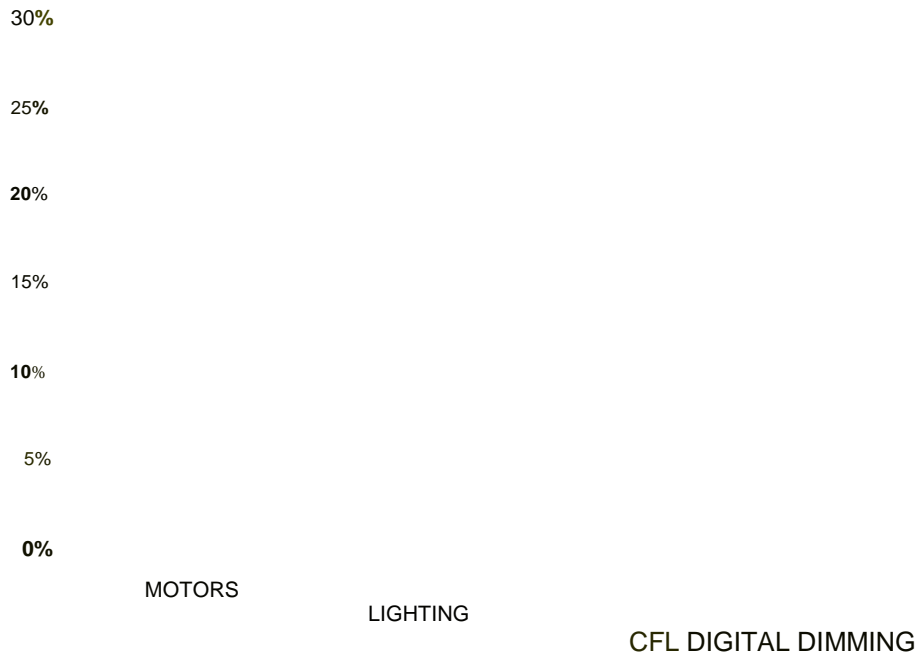
The above table indicates that, 25% people have Havells products & 25% people do not have.

CLASSIFICATION BY PRODUCT TYPES

40

(A). If "Yes" which product do you have?

SR.NO.	PARTICULARS	NO.	OF
		RESPONDENTS	PERCENTAGE
1	CAPACITORS	4	16%
2	BATHFITTINGS AND ACCESSORIES	2	8%
3	CABLES AND WIRES	4	16%
4	FANS	4	16%
5	MOTORS	1	4%
6	LIGHTING	6	24%
7	CFL	2	8%
8	DIGITAL DIMMING	2	8%
9	Total	25	100%



INFERENCE:

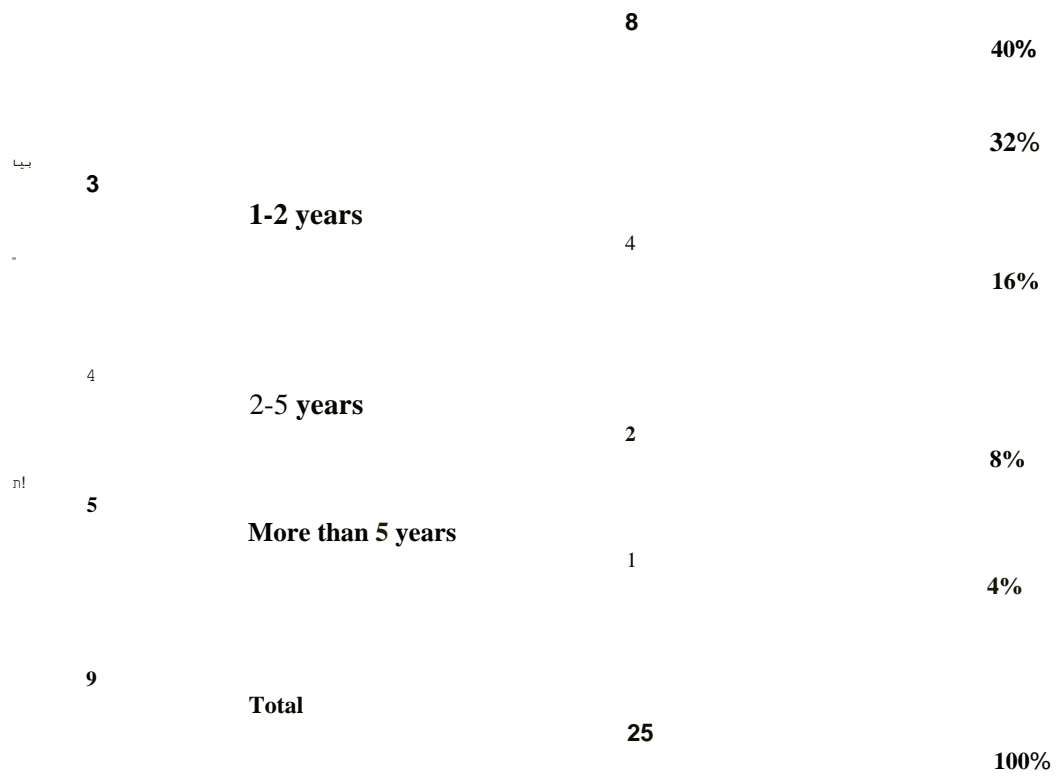
The above table indicates **that**, 24% people have lighting, 16% people have cables and wires, 8% have bathfittings and accessories, 16% have capacitors, 8% digital dimming, 8% have cfl, 16% have fans & 4% have **motors**.

41

CLASSIFICATION BY PURCHASE PERIOD

When **did you purchase your Havells product?**

SR.NO.	PARTICULARS	NO.	OF
		RESPONDENTS	PERCENTAGE
1	Less than 6 months	10	
2	6 months to 1 year		



45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

Less than 6 months
6 months to 1 year
1-2 years
2-5 years
More than 5 years

years

Series1

INFERENCE:

The above table indicates that, 16% people plans for purchasing Havells products in

1-2 yr, 4% plan more than 5 yr, 40% plan in less than 6 months, 32% plan in 6 month

to 1 yr.

42

CLASSIFICATION BY USAGE PURPOSE

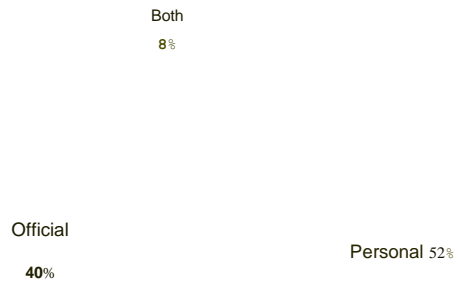
What is main purpose of using Havells product?

SR.NO. PARTICULARS

NO. OF RESPONDENTS PERCENTAGE

1	Personal	13	52%
2	Official	10	40%
3	Both	2	8%
4	Total	25	100%

NO. OF RESPONDENTS



INFERENCE:

The above table indicates that, 52% purchasing Electronic for person use, 8% purchase for both purpose, 40 % purchase for official use.

SATISFACTION LEVEL OF HAVELLS PRODUCTS

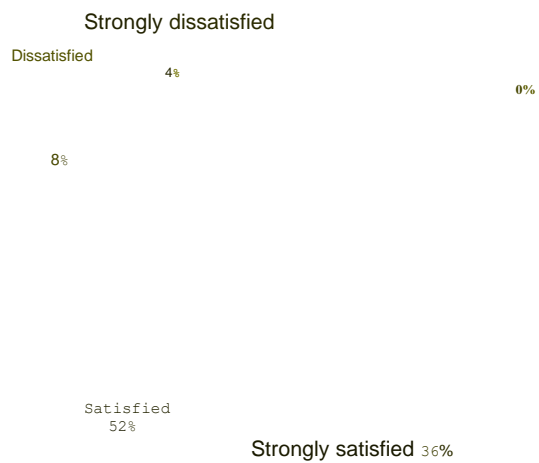
43

Your satisfaction level towards your Havells product?

SR.NO.	PARTICULARS	NO.	OF
		RESPONDENTS	PERCENTAGE

1	Strongly satisfied	9	36%
2	Satisfied	13	52%
3	Dissatisfied	2	8%
4	Strongly dissatisfied	1	4%
5	partially satisfied	0	0%
	Total	25	100%

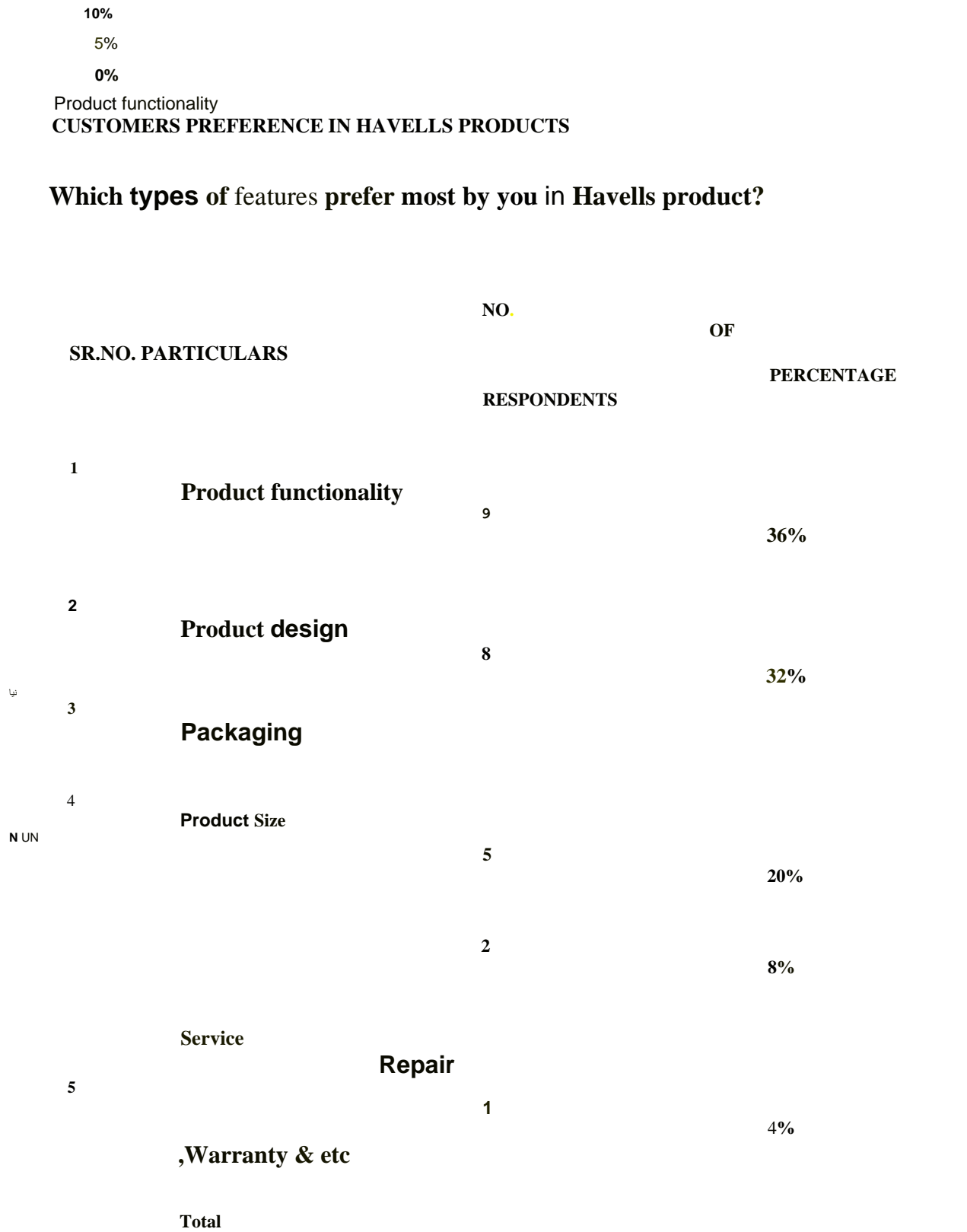
NO. OF RESPONDENTS partially satisfied

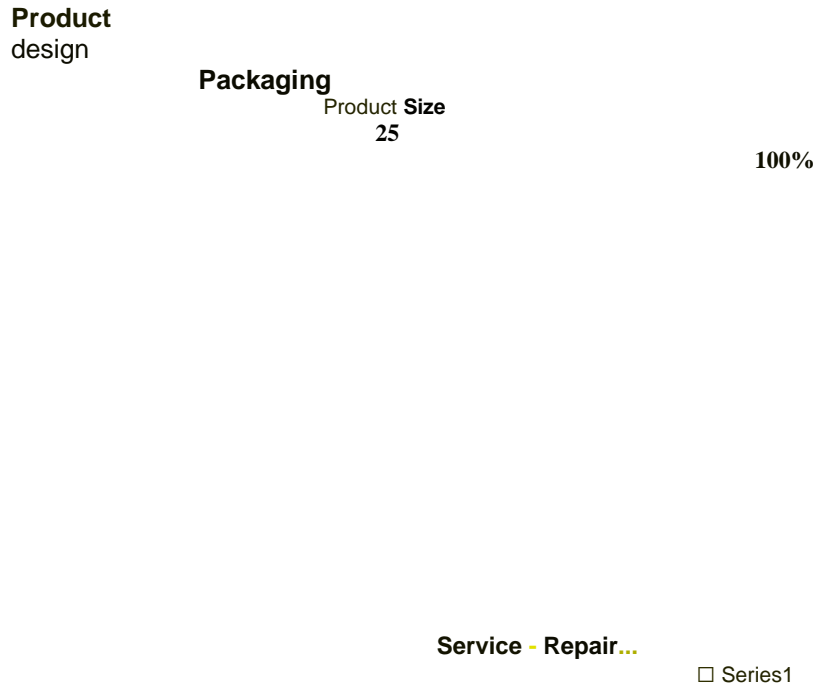


INFERENCE:

The above table indicates that, 52% people satisfied with their electronic products, 36% strongly satisfied with their electronic products, 8% people dissatisfied with their electronic products, 4% people strongly dissatisfied with their electronic products.

40%
35%
30%
25%
20%
15%





INFERENCE:

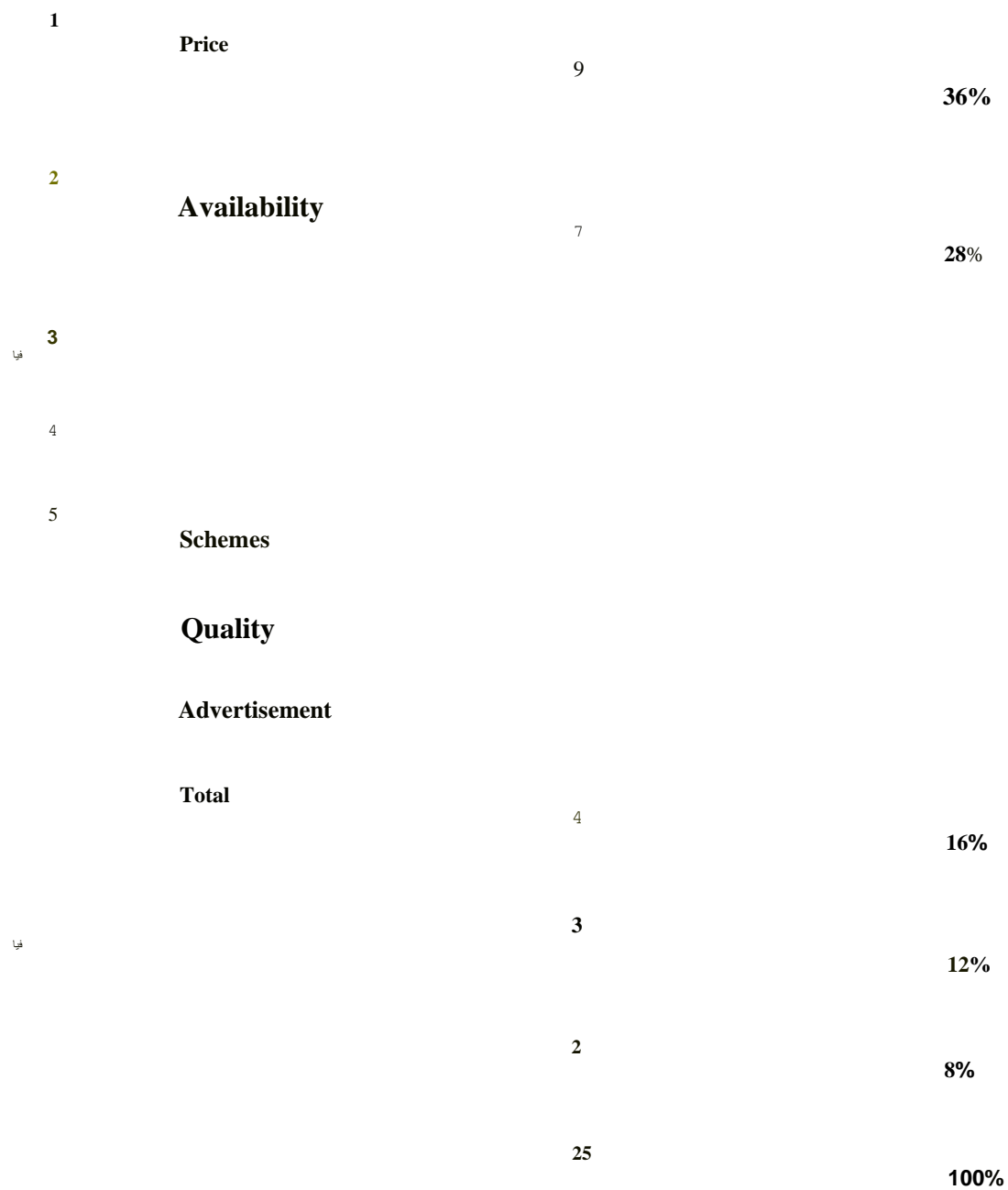
The above table indicates that, 32% people gives preference to Product design, 36% for Product functionality, 8% for Product Size, 20% give preference Packaging, 4% gives Service Repair, Warranty & etc.

FACTORS INFLUENCE BUYING DECISION

What are the factors which influence your buying decision?

SR.NO. PARTICULARS

NO. OF RESPONDENTS| PERCENTAGE



NO. OF RESPONDENTS

advertisement
8%

Quality
12.9%

Schemes
16%

Availability 28%

Price 36%

INFERENCE:

The above table indicates that, 28% people influencing through availability of product, 36% influencing through price, 16% through schemes, 12% through Quality of Havells products & 8% through advertisement.

46

CUSTOMERS FROM OTHER BRANDS

Did you switched over from any other brand to this brand?

SR.NO. PARTICULARS

NO. OF RESPONDENTS PERCENTAGE

1	Yes	5	20%
2	No	20	80%

Total

25

100%

NO. OF RESPONDENTS

No
80%

Yes 20%

INFERENCE:

The above table indicates that, 20% people had been switched over.

PERSON DOES NOT HAVE HAVELLS PRODUCT.

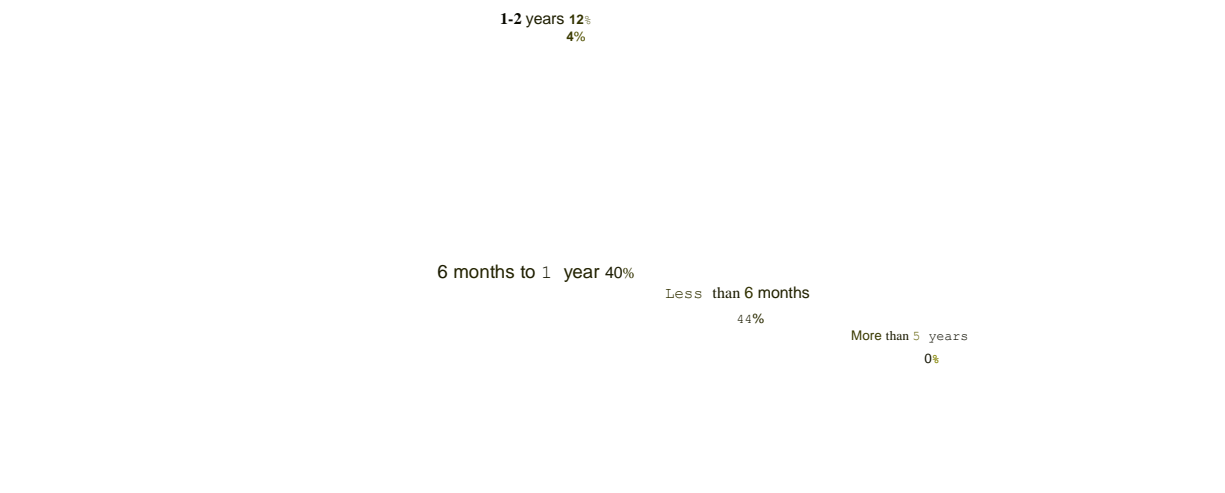
CLASSIFICATION BY CUSTOMERS PURCHASE PLAN

When would you purchase the Havells Electronic Products?

SR.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Less than 6 months	11	44%
2	6 months to 1 year	10	40%
3	1-2 years	3	12%
4	2-5 years	1	4%
5	More than 5 years	0	0%
	Total	25	100%

NO. OF RESPONDENTS

2-5 years



INFERENCE:

The above table indicates that, 44% people purchase Havells in less than 6 months, 40% in 6 month to 1 yr., 12% in 1-2 yr. & 4% people plans for purchasing their electronic product in 2-5 yr.

48

CLASSIFICATION BY PRICE RANGE

What price range will you be prepared to pay for such a Product?

SR.NO. PARTICULARS

NO. OF RESPONDENTS PERCENTAGE

1

Rs. 2500-3000

12

48%

2	Rs. 3500-4000	6	24%
3	Rs. 4500-5000	2	8%
4	Rs. 3000-3500	3	12%
5	Rs. 4000-4500		8%
6	Above 5000	0	0%
7	Total	25	100%

60%

50%

40%

30%

20%

10%

0%

Rs. 2500-
3000

Rs. 3500- Rs. 4500-
4000

5000

Rs. 3000-
3500

Rs. 4000 Above 5000
4500

INFERENCE:

The above table indicates that, 12% choose the range of 3000-3500, 48% for 2500-3000, and 8% choose for 4500-5000 & 8% choose for 4000-4500.

CUSTOMERS RANK FOR HAVELLS PRODUCTS

Rank the Product according to your preference?

SR.NO.	PARTICULARS	NO. OF RESPONDENTS	RANK	PERCENTAGE
1	LIGHTING	7		
2	BATHFITTINGS AND ACCESSORIES	1		
3	CFL	4		
4	FANS		1	

ن!			5	27%
----	--	--	---	-----

بب			3	4%
				15%

7			2	27%
---	--	--	---	-----

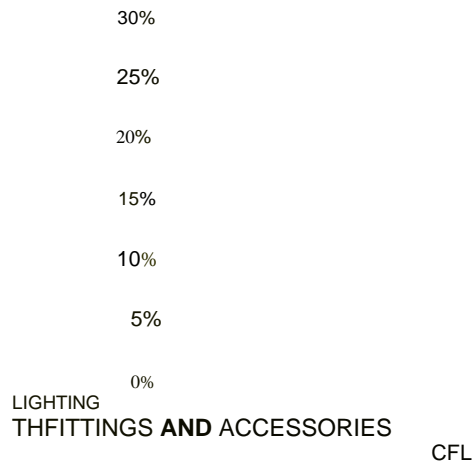
	CABLES AND WIRES			
5		2	8	8%

	DIGITAL DIMMING			
6		3	4	12%

	MOTORS			
7		1	7	4%

	CAPACITORS			
8 ⁰⁰		1	6	4%

9	Total			
		26		



INFERENCE:

FANS
 CABLES AND WIRES
DIGITAL DIMMING
MOTORS
CAPACITORS

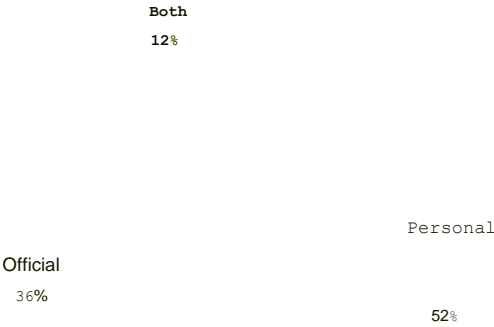
The above table indicates that, 27% choose lighting, 4% choose bathfittings and accessories, 27% choose fans, 4% for motors, 4% for capacitors, 12% for digital dimming, 8% for cables and wires.

MAIN PURPOSE OF PRODUCT USAGE

The main purpose of purchasing the Havells product

SR.NO. PARTICULARS		NO. OF RESPONDENTS PERCENTAGE	
1	Personal	13	52%
2	Official	9	36%
3	Both	3	12%
4	Total	25	100%

NO. OF RESPONDENTS



INFERENCE:

The above table indicates that, 52% people choose for personal use, 12% for both use & 36% for Official use.

36

FACTORS INFLUENCE BUYING DECISION

12. What are the factors which influence your buying decisions? (Rank 1-5)

SR.NO. PARTICULARS

NO. OF RESPONDENTS

RANK

PERCENTAGE

	Price	10	1	40%
2	Availability	3	2	12%
3	Schemes	5	4	20%
4	Quality	6	3	24%
5	Advertisement	1	5	4%
6	Total	25		100%

نیا

فیا

LO

45%
40%
35%
30%
25%
20%
15%
10%
5%
0%



INFERENCE:

The above table indicates that, 12% people influencing through availability of product, 40% through price, 24% through quality, 20% through schemes & 4% through advertisement.

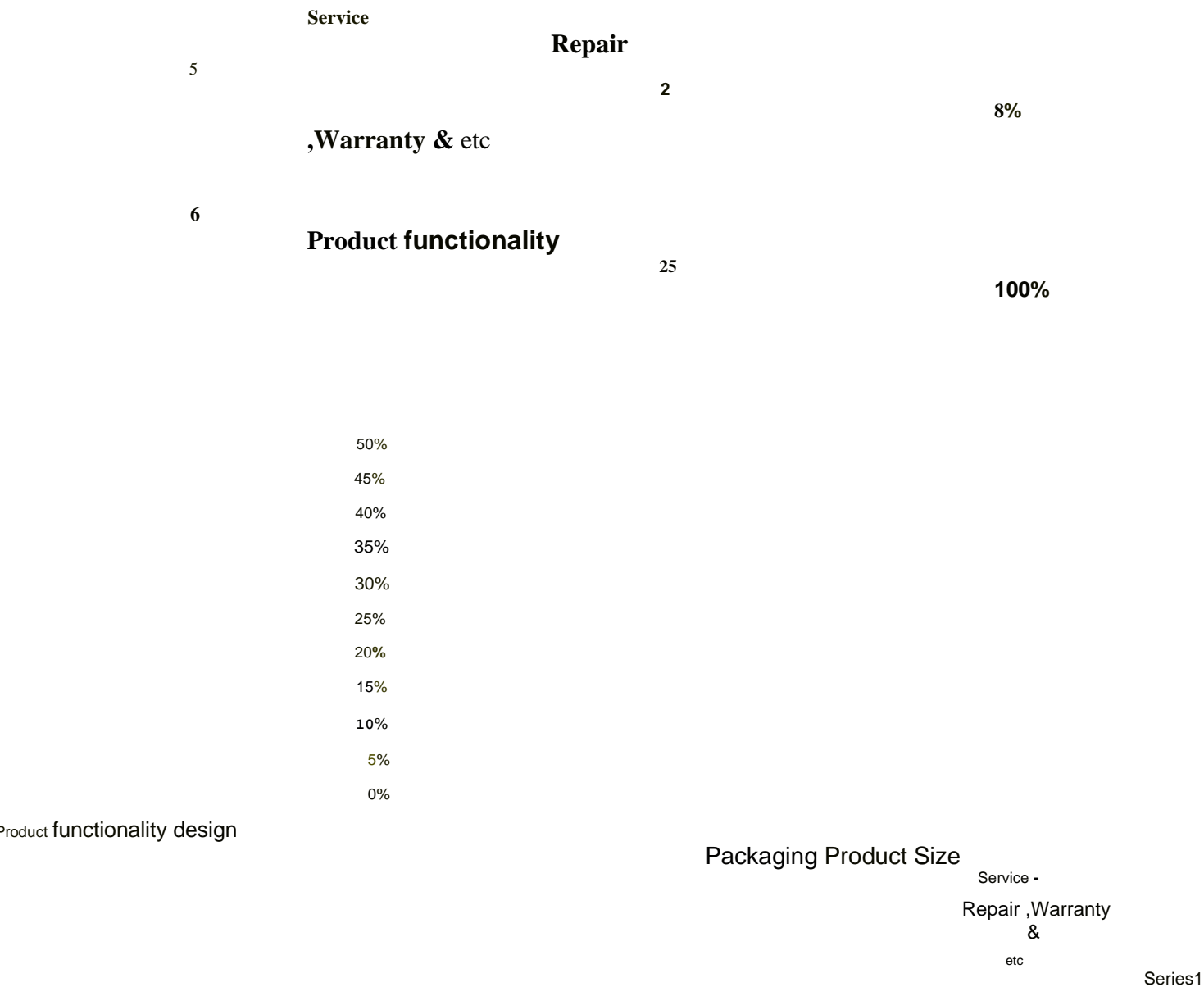
CUSTOMERS PREFERENCE IN HAVELLS PRODUCTS

What type of features you prefer most from Havells?

SR.NO. PARTICULARS

NO. OF RESPONDENTS PERCENTAGE

1	Product functionality	8	32%
2	Product design	11	44%
3	Packaging	2	8%
4	Product Size	2	8%



INFERENCE:

The above table indicates that, 44% give preference to Product design, 32% to

Product functionality, and 8% for Packaging, 8% for Service, 8% for Product Size.

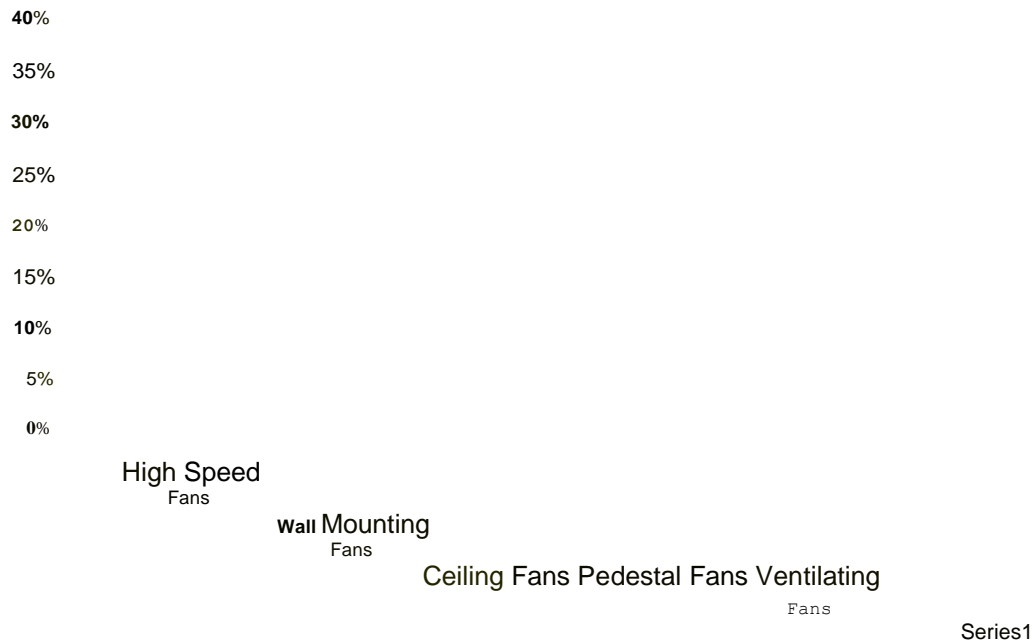
14. Please tick one of the item for each of the product for your desire Havells products?

54

PREFERENCES IN EACH PRODUCT

(A).FAN

SR.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	High Speed Fans	2	8%
2	Wall Mounting Fans	5	20%
3	Ceiling Fans	9	36%
4	Pedestal Fans	5	20%
5	Ventilating Fans	4	16%
6	Total	25	100%



INFERENCE:

The above table indicates that, 36% give preference to Ceiling Fans, 20% for Pedestal Fans, 20% for Wall Mounting Fans, 16% for Ventilating Fans & 8% for High Speed Fans.

(B).LIGHTING

SR.NO. PARTICULARS

NO. OF RESPONDENTS PERCENTAGE

1	Specialty lamps	1	4%
2	LED Lighting	2	8%
3 نپا	Consumer Lighting	12	48%
4	Industrial Lighting	10	40%
5	Total	25	100%

60%

50%

40%

30%

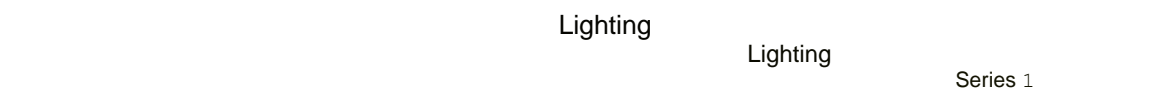
20%

10%

0%

Specialty lamps LED Lighting Consumer

Industrial

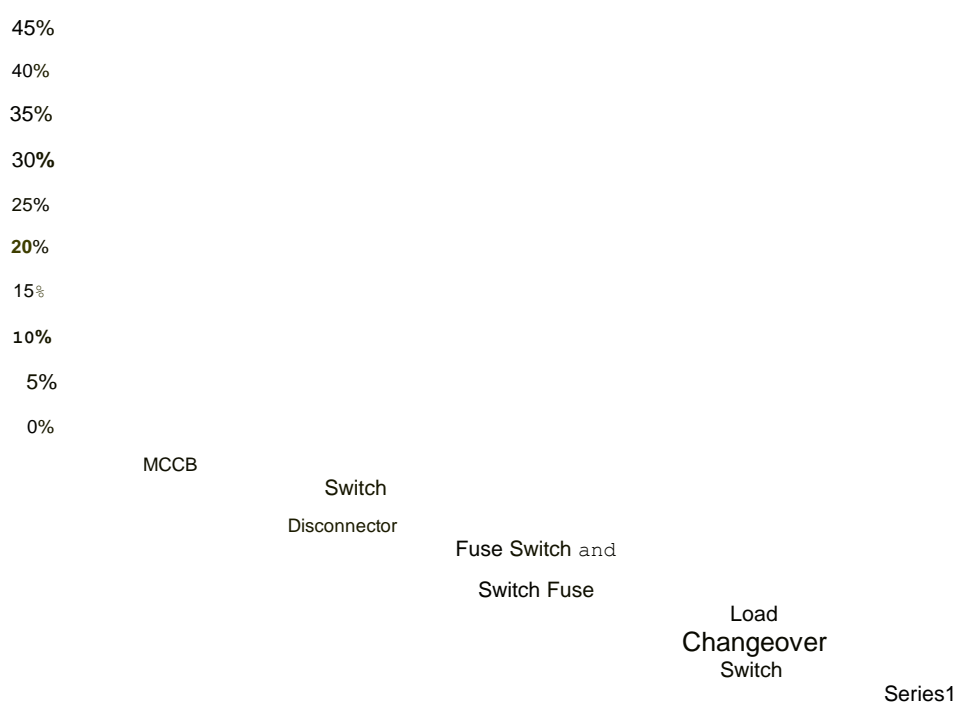
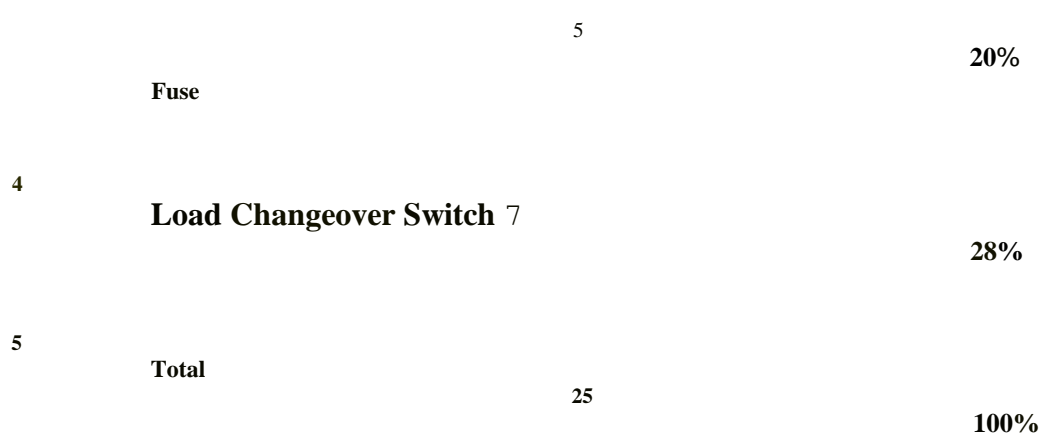


INFERENCE:

The above table indicates that, 48% give preference to Consumer lighting, 40% for Industrial lighting, 8% for LED & 4% for Specialty lamps.

(C). INDUSTRIAL CIRCUIT PROTECTION⁵⁶

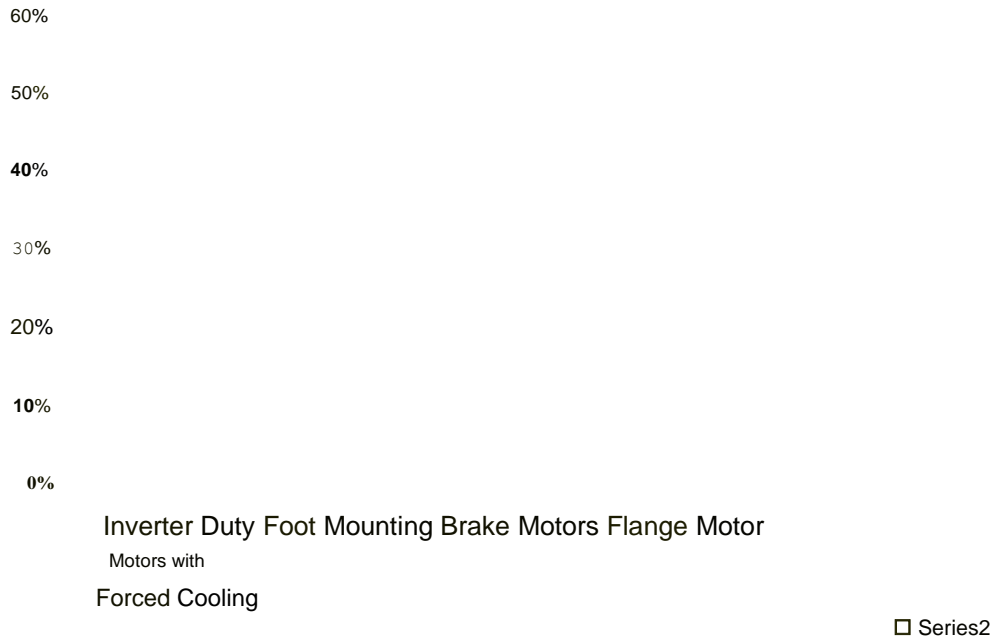
SR.NO. PARTICULARS		NO. OF RESPONDENTS PERCENTAGE	
1	MCCB	3	12%
2	Switch Disconnecter	10	40%
	Fuse Switch and Switch		



INFERENCE:

The above table indicates that, 40% gives preference to Switch Disconnecter, 28% for Load Changeover Switch, 20% for Fuse Switch and Switch Fuse &12% for MCCB.

(D). Motors		57	
		NO.	OF
SR.NO.	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Inverter Duty Motors with 3 Forced Cooling		12%
2	Foot Mounting	17	53%
3	Brake Motors	5	20%
4	Flange Motor		15%
5	Total	25	100%



INFERENCE:

The above table indicates that, 53% gives preference to Foot Mounting, 20% for Brake Motors, 15% for Flange Motor & 12% for Inverter Duty Motors with Forced Cooling.

- > 80% of respondents are male persons.
- > 25% people have Havells products.
- > 24% people have lighting.
 - 16% people plans for purchasing Havells products in 1-2 yr.
 - 52% purchasing Electronic for person use.
- 52% people satisfied with their electronic products.
- 36% people give preference to Product functionality.
 - 36% people are influenced through price.
 - 20% of the people have switched from brand to brand.
 - 12% for people purchase Havells product for both personal and Official use.
 - 12% people influenced through availability of product
 - 36% of the people give preference to Ceiling Fans.
- 48% of the people give preference to Consumer lighting.
- 40% of the people give preference to Switch Disconnecter.
- 53% of the people give preference to Foot Mounting.

CONCLUSION

The study was done in order to find out the purchase decision of customers towards Havells products. After analyzing the data, it was found that the purchase decision of customers towards Havells products is better and not the best. Various

suggestions are suggested to increase the purchase decision of customers and help to reach target.

DIRECTION FOR FUTURE RESEARCH

There are some aspects influencing customer purchase decisions like dependency on the Culture of the country. In-depth study of the demand for the products are left untouched in this study due to time Constraints which can further be explored.

The factors such as higher expectation and satisfaction level of the brand can further researched. And the testing of availability of the products with the retailers can be explored for the further research.

RECOMMENDATIONS

Havells India Company having large number of channel partners but it is not supporting & taking care all of them equally which results in increasing discontentment among new channel partners because it's not possible for company to support all of them equally. Company should take some positive action against it.

Company executive should visit dealers on regular basis.

They should pay proper attention towards checking of various components of products before end user delivery. Otherwise it tends towards defame of brand name in comparison to rivals.

Need to expand customer care center.

Proper attention should be paid for advertisement planning otherwise it may lead to problem for dealer as well as for company.

Company should tie up with some event management company to organize various promotional activities like canopy, Carnival.

Company should make policy for fixed end user price for all dealers so that fair game will be played & dealer would not to compromise on their margin.