**COMPREHENSIVE DIGITAL MARKETING FOR**

**HAVELLS INDIA LTD**

***A Project report submitted to Jawaharlal Nehru Technologies University,***

***Kakinada***

***In the partial fullfillment for the award of the Degree of***

**BACHELOR OF TECHNOLOGY**

**IN**

**ELECTRONICS AND COMMUNICATION ENGINEERING**

**SUBMITTED BY**

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**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)**

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**ACKNOWLEDGEMENT**

***nowledge 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,

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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

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**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 forcasted 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**

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**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:**

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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.

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**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 USS 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.

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**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:

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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

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• By-pass Changeover Switch

Load Changeover Switch

Automatic Transfer Switch

Switch Disconnector

Control Gear

Switch Disconnector 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**

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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**

0

• **Fans**

Instantaneous Water Heater

Electric Storage Water Heater

Havells Ceiling Fans.

Ceiling Fans

Table Fans

Wall Mounting Fans

Pedestal Fans

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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.

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**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

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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:**

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**2003:**

Launch of Fans, CFL and Lighting

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**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

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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

encompenses product with triple shield with differential disconnector 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

2.

**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

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**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

*Havells Switches*

25

**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

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

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*Crabtree Bath fittings*

215

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TTL Limited, the Metering unit of Havells group, manufactures high quality single

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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

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**Havells CFL's**

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

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Environment factors internal to the firm can be classified as

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The process of utilizing the SWOT approach requires an internal survey of

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Flexibility in production and supply of products with different product

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➤ Essences of professional HRM:

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absences of performance appraisal system

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hard working people help to build the company marketing share.

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The company has huge scope in diversifying their business into few other

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Economy showdown

> New technology

➤ Government regulations.

Increase competition in this segment / Industry to liberalization there is

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Dependent on economy scenario

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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

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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.

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**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.

**INDIA**

State of Union Territories

Jammu & Kashmir

Himachal Pradesh

Chandigarh

Punlab

**China**

**rhal**

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Haryana Delhi

Nepal

Sikkim Bhuram

A **Uttar** Pradesh

Rajasthan

Meghalaya

Ascam

**har**

Manipur

Patna

Jharkhand

**Tripura**

West

Gujarat

Madhya Chattish arh

Pradesh

Myanmar

(Burma)

Maharashtra

Arabian Sea

Andira Pradesh

Go

Karnataka

Bangalore

Kerala 1/

Tamil Nadu

Sri Lanka

Orissa

Bay of Bengal

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**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**

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36

36

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**Organizational chart**

President

Chairman

Д

Joint Managing Director

General Manager

Manager

Д

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.

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**Capacitors**

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

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

encompenses product with triple shield with differential disconnector 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

2.

**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

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**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

*Havells Switches*

25

**Crabtree Bath** fittings

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State of Union Territories

Jammu & Kashmir

Himachal Pradesh

Chandigarh

Punlab

**China**

**rhal**

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Haryana Delhi

Nepal

Sikkim Bhuram

A **Uttar** Pradesh

Rajasthan

Meghalaya

Ascam

**har**

Manipur

Patna

Jharkhand

**Tripura**

West

Gujarat

Madhya Chattish arh

Pradesh

Myanmar

(Burma)

Maharashtra

Arabian Sea

Andira Pradesh

Go

Karnataka

Bangalore

Kerala 1/

Tamil Nadu

Sri Lanka

Orissa

Bay of Bengal

**34**

**COMPARATIVE ANALYSIS**

**STRATEGIC PLANNING SYSTEM**

**Havells India Limited**

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Longer **PLC**

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**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

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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**%

40

**35**

30

25

20

15

**10**

5

0

Male

Female

**INFERENCE:**

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

**39**

**CLASSIFICATION BY PRODUCTS OWNED**

**Do you have any of the Havells products?**

**SR.NO. PARTICULARS**

**1**

**Yes**

**2**

**No**

ليا

**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.

**40**

**CLASSIFICATION BY PRODUCT TYPES**

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

**NO.**

**OF**

**SR.NO.**

**PARTICULARS**

**PERCENTAGE**

**RESPONDENTS**

**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**%

30**%**

25**%**

**20**%

15%

**10**%

5%

**0%**

MOTORS

LIGHTING

CFL DIGITAL DIMMING

**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?**

**NO**.

**OF**

**SR.NO. PARTICULARS**

**PERCENTAGE**

**RESPONDENTS**

**1**

**Less than 6 months**

**10**

**2**

**6 months** to **1 year**

00

**8**

**40%**

**32**%

**بیا**

**3**

**1-2 years**

4

''

**16%**

4

2-5 **years**

**2**

**8%**

ת!

**5**

**More than 5 years**

1

**4%**

**9**

**Total**

**25**

**100**%

45**%**

40%

35%

30%

25%

**20%**

**15%**

**10%**

**5**%

0**%**

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

months

1 year

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**

Both

**8**%

Official

Personal 52%

**40**%

**INFERENCE:**

The above table indicates that, 52% purchasing Electronic for person use, 8%

purchase for both purpose, 40 % purchase for official use.

43

**SATISFACTION LEVEL OF HAVELLS PRODUCTS**

**Your satisfaction level towards** your **Havells product?**

**NO**.

**OF**

**SR.NO. PARTICULARS**

**PERCENTAGE**

**RESPONDENTS**

**1**

**Strongly satisfied**

9

**36%**

**2**

**Satisfied**

**13**

**52**%

**3**

**Dissatisfied**

**2**

**8%**

**Strongly**

4

1

4%

**dissatisfied**

**5**

**partially satisfied**

**0**

**0%**

**Total**

**25**

**100**%

**NO.** OF **RESPONDENTS** partially satisfied

Strongly dissatisfied

Dissatisfied

4**%**

**0%**

8%

Satisfied 52%

Strongly satisfied 36%

**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.

44

40%

**35**%

30%

25%

20%

15%

**10%**

5%

**0%**

Product functionality

**CUSTOMERS PREFERENCE IN HAVELLS PRODUCTS**

**Which types of** features **prefer most by you** in **Havells product?**

**NO.**

**OF**

**SR.NO. PARTICULARS**

**PERCENTAGE**

**RESPONDENTS**

**1**

**Product functionality**

**9**

**36%**

**2**

**Product design**

**8**

**32%**

نيا

**3**

**Packaging**

4

**Product Size**

**N** UN

**5**

**20%**

**2**

**8%**

**Service**

**Repair**

**5**

**1**

4**%**

**,Warranty & etc**

**Total**

**Product** design

**Packaging**

Product **Size**

**25**

**100%**

**Service - Repair...**

☐ Series1

**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**

**1**

**Price**

9

**36%**

**2**

**Availability**

7

**28**%

**3**

فيا

4

5

**Schemes**

**Quality**

**Advertisement**

**Total**

4

**16%**

**3**

فيا

**12%**

**2**

**8%**

**25**

**100%**

**NO. OF RESPONDENTS**

advertisement

8%

Quality

129%

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.

47

**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%

**N**

**6 months to 1 year**

**10**

**40**%

نيا

**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

**1-2** years **12**%

**4**%

6 months to 1 year 40%

Less than 6 months

44%

More than 5 years

0**%**

**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**%

نيا

**3**

**Rs**. **4500-5000**

**2**

**8%**

4

**Rs. 3000-3500**

**3**

**12**%

**5**

Rs. **4000 4500**

-

N

**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**

**RANK**

**PERCENTAGE**

**RESPONDENTS**

**LIGHTING**

*7*

**1**

**2**

**BATHFITTINGS AND** | 1

**ACCESSORIES**

**CFL**

**3**

4

**FANS**

4

1

**27%**

ת**!**

**5**

**4%**

فيا

**3**

**15%**

*7*

**2**

**27**%

**CABLES AND WIRES**

**5**

**2**

**8**

**8%**

**DIGITAL DIMMING**

**6**

**3**

**4**

**12%**

**MOTORS**

7

1

**7**

4%

**CAPACITORS**

00

**8**

1

**6**

4%

**9**

**Total**

**26**

50

**100%**

30%

25%

20%

15%

10%

5%

0%

LIGHTING

THFITTINGS **AND** ACCESSORIES

CFL

**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.

51

**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**

**Both**

**12%**

Personal

Official

36%

52%

**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**

**1**

**Price**

10

1

**40**%

**2**

**Availability**

**3**

نيا

**2**

**12%**

**3**

**Schemes**

5

4

**20%**

4

**Quality**

**6**

فيا

**3**

**24**%

5

**Advertisement**

**1**

**5**

4%

**6**

LO

**Total**

**25**

**100**%

45%

40%

**35**%

**30**%

25%

20%

15%

10%

5%

0%

Price

Availability

Schemes

Quality

Advertisement

Series1

**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%**

**Service**

**Repair**

5

**2**

**8%**

**,Warranty &** etc

**6**

**Product functionality**

**25**

**100%**

50%

45%

40%

35%

30%

25%

20**%**

15%

**10**%

5%

0%

Product Product functionality design

Packaging Product Size

Service **-**

Repair ,Warranty &

etc

Series1

**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**

**نيا**

**Ceiling Fans**

**9**

**36%**

**Pedestal Fans**

**20**%

*4*

**ת!**

**5**

**5**

**Ventilating Fans**

**16%**

4

**Total**

**100%**

**6**

25

**40**%

35%

**30%**

25%

**20**%

15%

**10**%

5%

**0**%

High Speed Fans

**Wall** Mounting Fans

Ceiling Fans Pedestal Fans Ventilating

Fans

Series1

**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.

55

**(B).LIGHTING**

**SR.NO. PARTICULARS**

**NO. OF RESPONDENTS PERCENTAGE**

**1**

**Specialty** lamps

**1**

4**%**

**2**

**LED** Lighting

**2**

**8%**

**3**

نيا

**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

Lighting

Lighting

Series 1

**INFERENCE:**

The above table indicates that, 48% give preference to Consumer lighting**,** 40% for

Industrial lighting, 8% for LED & 4% for Specialty lamps.

56

**(C). INDUSTRIAL CIRCUIT PROTECTION**

**SR.NO. PARTICULARS**

**NO. OF RESPONDENTS | PERCENTAGE**

1

**MCCB**

**3**

**12%**

**2**

**Switch Disconnector**

**10**

**40**%

**Fuse Switch and Switch**

فيا

5

**20**%

**Fuse**

**4**

**Load Changeover Switch** 7

**28%**

**5**

**Total**

**25**

**100%**

45%

40%

35%

30**%**

25%

**20**%

15%

**10%**

5%

0%

MCCB

Switch

Disconnector

Fuse Switch and

Switch Fuse

Load Changeover Switch

Series1

**INFERENCE**:

The above table indicates that, 40% gives preference to Switch Disconnector, 28% for

Load Changeover Switch**,** 20% for Fuse Switch and Switch Fuse &12% for MCCB.

57

**(D). Motors**

**NO.**

**OF**

**SR.NO. PARTICULARS**

**PERCENTAGE**

**RESPONDENTS**

Inverter **Duty Motors with 3**

**1**

**12%**

Forced **Cooling**

**2**

**Foot Mounting**

**17**

**53%**

**3**

**Brake Motors**

**5**

**20%**

4

**Flange** Motor

**15%**

5

**Total**

**25**

**100%**

60%

50%

**40**%

30%

20%

**10**%

**0%**

Inverter Duty Foot Mounting Brake Motors Flange Motor

Motors with

Forced Cooling

**☐** Series2

**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.

58

**FINDINGS**

**>** 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 Disconnector.

**53%** of the people give preference to Foot Mounting.

59

**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.

60

**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.