# Explore the world of Havells







# **QRG** Enterprises

QRG Enterprises is the parent company of Havells India Limited that owns some of the most respected names in the Indian and Global electrical industry including Havells, Crabtree, Sylvania, Luminance, Concord and Standard. Led by the visionary Mr. Qimat Rai Gupta, QRG enterprises has emerged as a strong player in the global electrical industry. His broad global perspective has seen the group expanding its horizons beyond domestic frontiers, positioning itself to become a true international player. Today, QRG enterprises is one of the largest electrical and power distribution company dedicated to provide innovative and best-in-class products to consumers in India and globally.

Transforming QRG Enterprises into a world-class conglomerate has always been Mr. Gupta's dream. He has lead a broad ranging, transformational process aimed at boosting shareholder value. The group is committed to nurture a caring, trustworthy and ongoing learning culture while meeting expectations of employees, stakeholders and the society. As a truly Indian multinational conglomerate, it is constantly creating value, attaining global benchmarks, earning customer satisfaction and enhancing shareholder value.

## About Havells India Ltd.

Havells India Limited is a \$1.3 Billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint. Havells enjoys enviable market dominance across a wide spectrum of products, including Industrial & Domestic Circuit Protection Devices, Cables & Wires, Motors, Fans, Modular Switches, Home Appliances, Electric Water Heaters, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial and industrial Applications.

Havells in 2007 created history by acquiring world's renowned lighting company Sylvania thus registering itself amongst top 5 lighting companies in the world. Today, Havells owns some of the most prestigious global brands like Havells, Crabtree, Sylvania, Concord, Luminance and Standard. Its global network constitutes of 7000 professionals across 91 branches & representative offices in over 50 countries. Its fourteen state-of-the-art manufacturing plants in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar, Neemrana and seven world class manufacturing plants located in Europe, Latin America & Africa are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

A 20000 strong global distribution network continuously strives to set new benchmarks in prompt delivery and service to customers – powering their smiles like none other electrical brand in the country. Further to this the company pioneered the concept of exclusive brand showroom in the electrical industry with 'Havells Galaxy'. Today 143 Havells Galaxies across the country are helping customers, both domestic and commercial, to choose from a wide variety of products for different applications. Havells became the first FMEG Company to offer door step service via its initiative 'Havells Connect'. Thanks to the quality of products and quicker service, it has minimum customer complaints and highest customer satisfaction.

Today, Havells alongwith its brands, have earned the distinction of being the preferred choice of electrical products for discerning individuals and industrial consumers both in India and abroad. Havells offers same quality products for both Indian and international markets. Havells products & processes have acquired a number of International quality

certifications, like BASEC, CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) – thus complying with stringent quality norms at even the most testing markets, worldwide. It is committed to keep powering the world with its state-of-the-art innovations and energy-efficient solutions. Currently 70% of its product offering is energy efficient.

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. The group company, QRG Healthcare runs a 120 bed hospital in Faridabad and will soon launch another 400 bed hospital in Faridabad by end of the year. In the past, the company has generously contributed to the society during various national calamities like the Bihar Flood, Tsunami and Karqil 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, coupled with the vision to always think ahead.

Some of the 'Firsts' from Havells:

- Sets up India's First New Generation CMH Lamp Plant at Neemrana in the year 2010
- Launched India's 1st HPF CFL in the year 2009
- Havells launched India's 1st BEE 5\* Rated Fan in the year 2009
- First Indian CFL manufacturers to have adopted RoHS,
   European norms on Restriction of Hazardous Substances
   in CFLs in the year 2008
- First Company to get the ISI Certification for complete range of CFLs in the year 2006
- Awarded the KEMA certification by The Dutch Council for Accreditation, making QRG the only group to attain this certification in the year 2005

# Content

Home Appliances
Fan
Building Circuit Protection
Wire
Cable
Industrial Circuit Protection
LV Induction Motor
Reactive Power Solution





#### **Ceiling Fans**

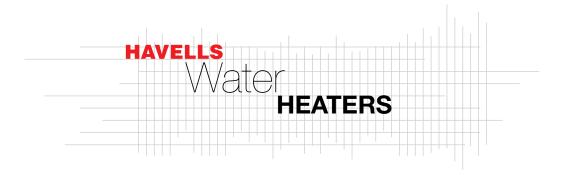
- Premium Under Light Fans
- Special Finish Fans
- Decorative Fans
- Energy Saving Fans

- Personal Fans
- Table Fans
- Wall Mounting Fans
- Pedestal Fans

- Ventilating Fans (Domestic)
- Industrial Exhaust Fans
- Turboforce Air Circulators Fans

- Havells has the largest integrated fan factory in India.
- Havells is the First Fan Brand to get BEE 5\* Certification.
- □ India's first energy efficient fans come from Havells.
- □ Havells fans factory in Haridwar has a production capacity of over 5 lacs fans per month.
- Havells comes up with best metallic finish fans in the industry.





- Electric Storage Water Heaters
- Instantaneous Water Heaters







- Havells has the widest range of BEE 5 Star rated High energy efficient electric water heaters.
- Havells comes with Penta Shield Technology in its water heaters to provide utmost safety.
- All storage water heaters from Havells come with ELCB installed as a standard fitment and prevents users from any shock in case of current leakage.
- Havells water heaters comes with enamel coated water tanks for superior life, CFC free (environment friendly) PUF insulation for higher insulation with minimum standing loss and ABS / plastic body which is light, corrosion free and looks elegant.
- Heating element inside the Havells water heaters are made of INCOLOY 800 grade of steel, for longer life and most suitable for hard water.















#### **Garment Care**

- Steam Iron
- Dry Iron

#### Cooking

- Pop-Up Toaster
- Sandwich Maker
- Oven Toaster Griller
- Electric Cooker
- Induction Cooker

## **Brewing**

- Kettle
- Coffee Maker
- Tea/Coffee Maker

#### **Food Preparation**

- Juicer
- Juicer Mixer Grinder
- Blender
- Chopper

#### **Climate Control**

- Room Heater
- Air Cooler

- Havells Induction Cookers come with customized cooking panel that is suitable for the Indian Cuisine.
- Havells is the first one to introduce 3D heating in its exclusive range of rice cookers.
- In the garment care range of products, Havells comes with steam irons like Digisteam which has Backlit LCD display for easy fabric selection and easy shut off, which is a very rare feature in this category. There is another model named Perfect Point that has anodised front tip and nonstick coated sole plate that allows the iron move within the grooves.
- Food preparation category of Havells Appliances has a considerable range of Mixer Grinders, of which few models come with MAX TUFF SS 202 jars and SS 304 blades which is the best in quality, design and material.
- Under the brewing category of appliances Havells launched, aesthetically, one of the best ranges of tea/ coffee makers and kettles, suited to ones needs and requirements. Havells domestic appliances range comes with Vetro, which is one of the first kettles in the market having a glass body, hence maintaining the taste of the beverages prepared. It also has range of kettles for both domestic and international purpose, which are easy to carry and have a dual voltage facility.





- LED Lighting
- Consumer Lighting
- Home Décor Lighting
- Commercial Lighting

- Downlighters
- Landscape/Bunker Lighting
- Industrial Lighting
- Area Lighting

- Road Lighting
- HID Lamps
- Accessories

- Havells has the most advanced lighting luminaires manufacturing plant at Neemrana, Rajasthan. The plant has been setup with eyes on the global market of Europe, Americas and the middle east
- With this plant, Havells has bridged the technological divide between Europe and India for manufacturing of high end lighting luminaries
- □ The Neemrana Plant has a has an eco-friendly powder coating paint shop from Switzerland and Japanese Flexible CNC controlled steel fabrication process
- Swedish perfection at its best with precise parabolic rolling machine for replicating complex and accurate forms and shapes re-creating space age reflective surfaces to focus light where its required
- □ It is a eco-friendly zero discharge plant
- Havells has the most advanced Ballast Manufacturing plant in Noida, Uttar Pradesh which has also enabled us to bridge the technological divide between Europe and India
- LED lighting solutions are backed by our own in house electronic drivers which are the lifeline of any electronic product





- Miniature Circuit Breaker (MCB)
- Isolator
- Indicator Light
- Mini Changeover Switch
- Automatic Changeover With Current Limiter (ACCL)
- Residual Current Circuit Breaker (RCCB)
- Residual Current Circuit Breaker with Overload and Short Circuit Protection (RCBO)
- Distribution Board (DB)

- ☐ Havells is the no.1 brand for MCB's in India
- Integrated manufacturing facility in India, where all the components are made in house to achieve precision engineering and perfect outputs.
- Havells is the only company in India to introduce automation in assembly line to achieve good quality and quantity as well as avoid manual errors.
- □ The new range of products, Crabtree XPRO, under this category, has been developed by CRI and one of its main benefits lies in the capability to provide uninterrupted power supply as it gets switched on automatically as per requirement.





#### **Domestic Cables**

- Copper Flexible Cables (FR/FR-LSH/HFFR)
- Specialty Cable
   Flat Cables / Co-Axial TV Cables

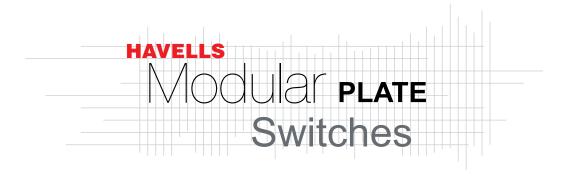
#### **Industrial Cables**

- LT Power & Control Cables
- HT Power Cables upto 66kV
- Solar cable
- Fire Survival Cables

- Havells is the 2nd largest manufacturer of Cables in India
- Havells cables has been awarded BASEC/CE/TUV/ISO certifications
- Entire range of Havells wires is fire retardant
- Havells uses the purest form of electrolyte grade copper for best conductivity to avoid any loss of energy in transmission.
- □ Havells wires range has enhanced safety features like ROHS compliant, high insulation resistance etc.
  - · Havells manufacture the power cables with conductor compaction of more than 95% to sustain for more duration.
  - The armouring of Havells cables is with more than 90% coverage. Havells uses ISI marked steel wires & strips for armouring.
  - · Havells cables are always manufactured with extruded PVC inner sheath resulting in the circular shape of cables and avoiding moisture penetration in to the cables.







- Coral
- Pearlz
- ORO
- REO

- Consistent QUALITY control during production cycles
- Elegant aesthetics to match your interiors
- All sockets and plugs fully comply with ISI 1293:1988 specifications
- All switches are manufactured in accordance with IS3854:1997
- □ FR grade poly carbonate with high impact resistance ,shock proof & UV rays stabilized
- Dust free through anti static finish and ensures minimum gap between the socket / switch and the plate for utmost safety.
- Comply with stringent quality norms.





- Lilliput
- T2 Spring Curvy
- Dwarf
- Normal
- Higher Range
- Spiral Higher Range
- Non Retrofit
- FP-L
- T5
- Ref-Spot Globe
- Par CFL Lamps

• LED

- Higher Range
- Ball
- Candle

- Automatic Lines with inbuilt auto defect detection system.
- ABP Coating technology and dedicated lines for individual SKUs.
- We are the only manufacturer of BL (Black- Light) lamps in SPG and 4-U Shape lamps in Lilliput Category.
- Test Lab. in CFL Neemrana is well equipped with all the latest testing equipments as per BIS and IEC requirements.
- All Mechanical, Electrical, photometric & visual parameters are being verified and tested during processing.
- All types of tests like routine, fortnightly, qurterly & yearly tests are being performed as per STI (scheme of testing &inspection)
- With powerful brands like Sylvania®, Pestwest, Arcedia and customer like IKEA we combine outstanding design and exemplary energy efficiency with highest possible standards of lighting quality.
- We are only manufacturer for Integrated plastic caps for ensuring Shock proof based lamps.











- Cosmic Star Contactor
- Cosmic Star Thermal Overload Relay
- Capacitor Duty Contactor
- Motor Protection Circuit Breaker
- Titania Air Circuit Breaker
- Loadline Moulded Case Circuit Breaker
- Loadline Digital Moulded Case Circuit Breaker

- Loadbank MCCB Panel Board System
- Cosmic Star Motor Starters
- Euroload Changeover Switch
- Euroload By-Pass Changeover Switch
- Instaline Automatic Transfer Switch
- Kompact Switch Disconnector Fuse

- Euroload Switch Disconnector
- HiBreak Fuse Link
- HiBreak Din Fuse Base
- CamLock Fuse Holder
- Busbar Chamber System
- General Purpose Load Changeover Switch
- General Purpose Fuse Switch & Switch Fuse

- □ The state-of-the-art low voltage power capacitor manufacturing plant at Sahibabad, with machinery from Switzerland.
- □ World class Infrastructure for (Industrial Switchgear)
- India's No.1 MCCB manufacturer
- India's first ACB with "C3" technology using common height, depth & panel door cutout
- Product Precision engineered for best electrical performance
- Executed Single largest order of 450 ACB's from MSEB, India





- Foot mounted
- Foot cum Flange
- Flange motor

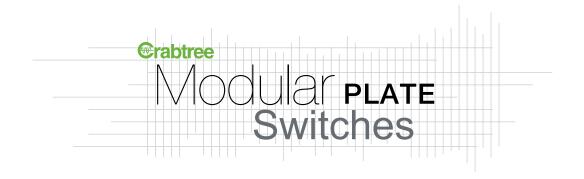
- Inverter Duty
- Brake Duty

- Crane Duty
- Smoke Motor

- In house manufacturing of complete range of motors from 56-355 frame
- Automatic winding lines from 56-250 frame
- Automatic impregnation plant
- Automatic temperature controlled paint stations
- Modern State of the art test plant
- Havells motors have the efficiency class of ( LE2 / IE3
- UL & CE Certificate







- MURANO
- THAMES
- ATHENA
- VERONA

- □ Consistent QUALITY control during production cycles
- □ Elegant aesthetics to match your interiors
- □ All sockets and plugs fully comply with ISI 1293:1988 specifications
- □ All switches are manufactured in accordance with IS3854:1997
- □ FR grade poly carbonate with high impact resistance, shock proof & UV rays stabilized
- Dust free through anti- static finish and ensures minimum gap between the socket / switch and the plate for utmost safety.















- Power Series Distribution Boards
- Classique Distribution Boards
- Classique Plus Distribution Boards
- Miniature Circuit Breaker (MCB)
- Time Switch
- Isolator
- Residual Current Circuit Breaker (RCCB)
- Residual Current Circuit Breaker With Overload and Short Circuit Protection (RCBO)

- The Crabtree XPRO range target a specific set of customers who emphasize on enhanced features and benefits that adhere to the highest engineering standards
- □ It is a way more refined range where aesthetics come together with state-of-the-art technology
- The range has been developed based on a user study and in depth market research which encouraged us to design the products focusing on the following features-
  - Enhanced Safety
  - More User Friendly
  - Specific Customer Requirement
  - Elegant Aesthetics
  - Designs as per European standards.
- With Crabtree XPRO, for the first time, we have introduced Time Switches which offer a variety of feature benefits which are in line with the energy saving concept that is always a priority for Havells.



# STA4DARD



#### **Domestic Products**

- Miniature Circuit Breaker (MCB)
- Isolator
- Residual Current Circuit Breaker (RCCB)
- Residual Current Circuit Breaker with Overload & Short Circuit Protection (RCBO)
- Distribution Boards (DBs)

#### Industrial Products

- Moulded Case Circuit Breaker (MCCB)
- Air Circuit Breaker (ACB)
- Automatic Transfer Switch (ATS)
- Switch Disconnector Fuse
- Changeover Switch
- Fuse Switch & Switch Fuse Unit
- Load Star MCCB Panel Board

Modular Plate Switch Flexible Cable LV Switch Boards & Panels

- Standard has proved itself as a key player in the switchgear market of the country by constantly creating innovative solutions and upgrading its product ranges to meet the ever-changing demands of various segments of customers.
- □ Standard MCBs are CSA, CE, and KEMA certified and are exported to many European & Middle-East countries
- Research & development is Standard's lifeline, it uses supreme quality CAD/CAM machines for its entire stage of design and development.
- Standard HTR-FR Cables are CPRI tested and conforms to BIS: 694 and incorporate special technology which is rated for 10% higher current carrying capacity and can withstand high temperature rise even during the worst of overloading conditions.
- Due to a strong export base, it has a wide presence in International markets as well. Some on the countries where Standard is present are Middle East, South East Asian countries, Malaysia, Singapore, South Africa, Kenya, Ghana, Nigeria







- Recessed Modular Lighting
- Direct / Indirect Lighting
- Downlights

- Ambient Light
- Recessed Adjustable Lighting
- Spotlights

- Track Lighting
- Pendant
- Exterior Lighting

- □ Wide range of contemporary architectural & commercial lighting products
- Received prestigious international design awards for various products
- □ Stadium LED Spotlight Winner of "Red dot Design Award 2010" and "Lighting Design Award 2010"
- Beacon MUSE Winner of "Lighting Design Award 2011"
- Few of the major installations Riverside Transport Museum (Glasgow, UK), Porsche Museum (Braunschweig, Germany), Pushkin State Museum of Fine Arts (Moscow, Russia), Queens College (Belfast, Northern Ireland), Laing Art Gallery (Newcastle, UK), Gallery Katsavakis (Athens, Greece)
- One of the most influential architectural lighting brands with an in-house design team focused on providing efficient lighting products





- Ambient and amenity lighting
- Bollards
- Downlights
- Floodlight

- Fluorescent fixtures
- Highbay
- Inground fixtures
- Modular lighting
- Spotlights
- Suspension lights
- Track lighting
- Waterproof fixtures

- Wide range of contemporary accent lights designed for professional use in commercial interior projects shops, offices, hotels, etc.
- Few of the major installations Volvo & Opel showrooms (Athens, Greece), JAB Showroom (Paris, France), Titanic Hotels (Istanbul, Turkey)
- Received prestigious international designed awards for various products
- Durable and contemporary design products
- Aimed at installers and wholesalers for professional medium-to-large interior and exterior projects
- Innovation driven business





- Incandescent
- Tungsten Halogen
- LED
- Compact Florescent
- Fluorescent Tubes
- H.I.D.
- Special Applicationis
- Downlights

- Fluorescent Recessed / Surface fixtures
- Track & Spotlights
- Decorative fixtures

- Sylvania has 9 manufacturing units world wide
- CFL comes with "Fast-Start" technology and 10,000 hours rated life
- Wide range of low voltage tungsten halogen lamps
- Highly advanced manufacturing allows us to offer high quality products
- Our LEDs are perfect for long lasting accent lighting
- HID lamps comes with excellent luminous efficiency and long life, suitable for a wide variety of needs both interior and exterior
- □ Global partner for full spectrum lighting solutions
- Wide range of pendants and ambient luminaires



# Haridwar & Alwar

# Manufacturing Plant



# Haridwar

- Facility Enhancement at Haridwar from 2 to 4 lac fans per month
- Completely automated testing facility
- First of its kind in the country India's largest Integrated fan factory.



## Alwar

- Area expansion to double i.e. 90 acres
- Expansion plan with investment of Rs.100 crores
- State of the Art Plant producing wires & cables.

# Baddi & Neemrana

# Manufacturing Plant



# Baddi

- Capacity enhancement by 67% with the set up of an additional unit.
- □ Domestic Switchgear 3 crores poles p.a. to 5 crores p.a
- Electrical Wiring Accessories 2.5 crores units p.a to 7 crores p. a.
- India's most automated Switchgear plant.



# Neemrana

- □ Largest manufacturing facility in the country for motors
- Technology & complete plant from AEG, Spain
- □ 50% of production exported

# Neemrana

# Manufacturing Plant



CFL

- □ Enhancing capacity- 20 to 40 lac pcs pm.
- Integrating Faridabad, Haridwar & UK facility into a global plant
- Investment of Rs.50 crores.
- One of the Largest CFL plant in Asia



# Neemrana

Consumer & industrial lighting

- □ First ever large scale lighting fixture plant of India
- □ Spread over 30 Acres of land
- Over 2,00,000 square feet of working space under single roof
- Highly Automated
- The Plant caters to both Consumer and Industrial lighting applications

# Sahibabad & Faridabad

# Manufacturing Plant



□ State of the art Industrial Switchgear plant

India's No.1 MCCB manufacturer



# □ India's No.1 MCCB manufacturer

 One of the most advanced Industrial Switchgear plant

# Haridwar & Sahibabad



Standard Manufacturing Plant

- Standard Electricals Merged with Havells in Oct'2011
- Very Renowned brand in Switchgear industry
- One of the most advanced Switchgear plant



Mother Warehouse

- Over 200,000 Sq.ft of Storage Space in Mother Warehouse.
- Over 15,00,000 Sq ft space across India

# Havells Galaxy - A pioneering effort

As brands become increasingly commoditized and competition fiercer, keeping and expanding customer relationships depends on the ability to deliver a customer experience tailored to changing customer needs and values and consistent with the brand promise. In a time of economic uncertainty—with customer trust eroding and purchase behaviors growing harder to predict—mastering this ability has become even more critical to staying relevant, competitive and profitable.

With the change in demographics and improvement in the economic health, there has been a transformation in customer's buying habits and patterns. Convenience has been at the fore of customers shopping experience. But electrical industry was aloof to the changes and demands of the young Indian. It is then; Havells India took the charge of revolutionizing electrical industry's approach towards customer, offering them unforgettable experience.

Owing to its deep rooted customer centricity philosophy and culture, Havells India in 2007, pioneered an innovative concept called 'Havells Galaxy' that was uniquely positioned to cater to the evolving lifestyle of global Indians. Acknowledging the fact that customers today are engaged in designing and renovating their dream homes, Havells Galaxies are designed to showcase entire range of Havells products under one roof and in a comforting environment. A home is a reflection of one's personality, tastes & preferences

and the very premium & aesthetically designed products of Havells can make a huge difference to the look and feel of one's house.

The ground-breaking concept today has become a runaway success with consumers and dealers. Today there are 188 Havells Galaxy across India and this number is increasing rapidly. It is expected that by the end of March 2012 there would be more than 200 Havells Galaxies across India.

Being a very customer centric organization, each galaxy is designed keeping in mind the luxury and comfort that customers are looking for. All galaxies are well furnished with Air Conditioners and other equipment, providing opportunity to a customer to shop in a relaxed environment with a very efficient and trained staff to guide them in a personalized manner.

The galaxy operates on a franchisee model and most of them are owned by the company's authorized dealers. This concept is a great source of revenue for the company. Last year, galaxies generated a business of approximately Rs. 300 crores and this year, it is expected to double. Also, in terms of advertising and marketing, this innovative concept has taken the brand to a new level.

Havells Galaxy has made strides that are revolutionary and continues to innovate, accelerate, and challenge convention.

#### Regional & Branch Offices

#### **NORTH - REGIONAL OFFICE:**

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