

## Crabtree fortifies its presence in Rajasthan

Launches “**Smart Wirefree**” home automation solution for today’s smart homes

**Jaipur, April 12<sup>th</sup>, 2017:** Crabtree, a well-known brand for premium range of switches and part of Havells India Limited, today entered the growing home automation market in Rajasthan by launching its home automation solutions under “**Smart Wirefree**”. Home automation is gaining rapid acceptability in India due to luxurious and fast paced lifestyle, increasing consumer awareness, higher disposable incomes, and product innovations like smart phone apps. The entire range under **Crabtree Smart Wirefree home automation** has been crafted to make home automation simple, adaptable & easy to operate.

**Speaking at the occasion, Mr. Vivek Yadav, Vice President, Havells India Limited, said,** “India is an aspirational country and at Havells, we are committed to launch products that cater to the changing preferences and rising sophistication among our valuable customers. The launch of home automation series is a giant step in that direction as it is aesthetically designed, technologically robust and operates efficiently, whether through a switch, mobile / remote. We are confident that Smart Wirefree solution will surely appeal to the consumers of Rajasthan, which is known for its royal preferences.”

The Smart Wirefree Solution provides the same level of functionality as the wired ones and there is no need to change the existing wiring system or switches at home. The product comes with miniaturized modules, which get installed in the existing wall switch board and the system becomes functional. Smart Wirefree Solution is compatible with most third party automation solutions and provides users with unparalleled flexibility and adaptability. The product can be used at commercial establishments like hotels and restaurants, offices, and homes. Once the Smart Wirefree modules have been installed, the user can configure their entire automation system via Crabtree iOS or Android app and take complete control of their lighting, background music, curtains, HVAC and a host of other devices and systems. It is a flexible solution which can be custom designed according to the need of consumer and the solution could start as low as Rs 30000 onwards.

On the sidelines, the company also unveiled an aesthetically crafted range of switches “**Amare**” and ‘Video Door Phone’ for today’s modish and contemporary homes. The new range of switches is an inimitable symbiosis of superior technology, maximum functionality and exquisite design to match the taste of today’s discerning customers and complement the latest interior trends. This meticulously crafted range of switches comes with wooden, glass and metal finish and is available in thirteen different varieties of plates. The switches come in the price range of Rs.70 onwards. Crabtree **Video Door Phone** will provide the needed security, comfort and convenience to the customers in today busy lifestyle. The product has been designed and developed to the highest quality standards for individual residential complex, multi apartments and group housing Societies. The product is available in the price range of Rs. 12000 onwards.

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## ABOUT CRABTREE

Crabtree, a premium brand by Havells India Ltd. offers exquisite range of modular switches. Crabtree products represent a fine blend of art and science. Aesthetically designed products, maintaining highest levels of engineering excellence has helped Crabtree maintain its leadership position since its launch in the year 2002.

## ABOUT HAVELLS

Havells India Ltd is a leading FMEG company (Fast moving electrical goods) with presence across India. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Crabtree and Standard.

With 43 branch offices and over 4000 professionals Havells has achieved rapid success in the past few years. Its 11 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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