

Crabtree deepens its South connect

Unveils it's range of aesthetically crafted switch plates "Amare" inspired by nature

- Expects 20% growth from the state year on year
- Targets revenue of Rs 500 crore plus by end of FY 2020 from the state

Kochi, Nov 6th, 2017: Further elevating its product-portfolio, **Crabtree**, a well-known brand for premium range of switches and part of Havells India Limited, has today announced the launch of its latest and innovative range of switch plates "Amare".

Inspired by genuine elements of nature, 'Amare' wooden, glass and metal switch plates have been aesthetically designed to complement the décor trends of today's contemporary residential and commercial spaces, naturally.

Speaking on the occasion, Mr. Vivek Yadav, Senior Vice President, Havells India Limited, said, "Kerala in particular has always been an important market for us. We see a huge potential for our entire range of products here and we are keen to tap into the opportunities in the state. And, to cater to this part of country, we have already set up a strong distribution network of over 400 dealers and distributors across the state and 6000 retailers. Havells is planning to add another 50 more dealers and 2000 retailers by 2020."

He further added, We aim to provide our customers in Kerala high-quality and innovative products. And to cater to the evolving preferences of our discerning consumers, we have today introduced a new range 'Amare' which complements the latest industry trends. We are confident that our masterfully crafted, inspired by nature range will generate significant interest and demand across the state.

An exquisite blend of design and superior technology, "Amare" range comes with sleek edges and minimalistic straight line structure which complements the latest interior trends and enhance the home décor. This meticulously crafted range comprise of front switch plates made of natural wood, glass and metal finish and offers a wide range of contemporary colour plates with option of grey and white switches. The new range also comes with a wide range of modules which enables to meet the requirements of different applications.

Under the metallic finish, the dazzling range of switch plates offers variants like Lustrous Silver, Eclipse Black, Brushed Amber and under wooden finish, the range offers variants like natural wood and teak wood. The glass switch plates come in muted colours with subtle shimmer and offers variants like Dazzle Black, Snow White, Glittering Sand & Sombre Green. The product comes in the price range of Rs.70 onwards and will be manufactured from the company's state-of-the-art manufacturing plant at Baddi.

The overall switch market in India is expected to be about Rs 5000 cr.

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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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