



HAVELLS



DEEPER INTO HOMES

Havells India Limited
34th Annual Report 2016-17

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CORPORATE INFORMATION

Company Secretary

Sanjay Kumar Gupta

Auditors

S. R. Batliboi & Co. LLP
Chartered Accountants

Golf View Corporate Tower-B,
Sector-42, Sector Road,
Gurgaon - 122 002 (Haryana)

V. R. Bansal & Associates Chartered Accountants

D-94, 9th Floor, Himalaya House,
23, KG Marg, Connaught Place,
New Delhi - 110 001

Bankers

1. Canara Bank
2. Yes Bank Limited
3. HSBC Bank Limited
4. Standard Chartered Bank
5. ICICI Bank Limited
6. State Bank of India
7. IDBI Bank Limited
8. Axis Bank Limited

Registrars and Share Transfer Agent

Link Intime India Private Limited

44, 2nd Floor, Naraina Community
Centre Phase I, Near PVR Cinema,
New Delhi - 110 028

Tel: 011-41410592, 011-41410593

Fax: 011-41410591

Email: delhi@linkintime.co.in

Listed on

1. National Stock Exchange of
India Limited
2. BSE Limited

Registered Office

904, 9th Floor, Surya Kiran Building,
K G Marg, Connaught Place,
New Delhi-110 001

Corporate Office

QRG Towers, 2D, Sector-126,
Expressway, Noida-201 304, U.P.

Tel: +91-120-3331000

Fax: +91-120-3332000

Website: www.havells.com

CIN: L31900DL1983PLC016304

BOARD OF DIRECTORS

Surender Kumar Tuteja

Independent Director

Dr. Adarsh Kishore

Independent Director

Sunil Behari Mathur

Independent Director

Vijay Kumar Chopra

Independent Director

Anil Rai Gupta

Chairman and Managing Director

Puneet Bhatia

Non-Independent
Non-Executive Director



T. V. Mohandas Pai
Non-Independent
Non-Executive Director

Surjit Kumar Gupta
Non-Independent
Non-Executive Director

Rajesh Kumar Gupta
Whole-time Director (Finance)
and Group CFO

Pratima Ram
Independent Director

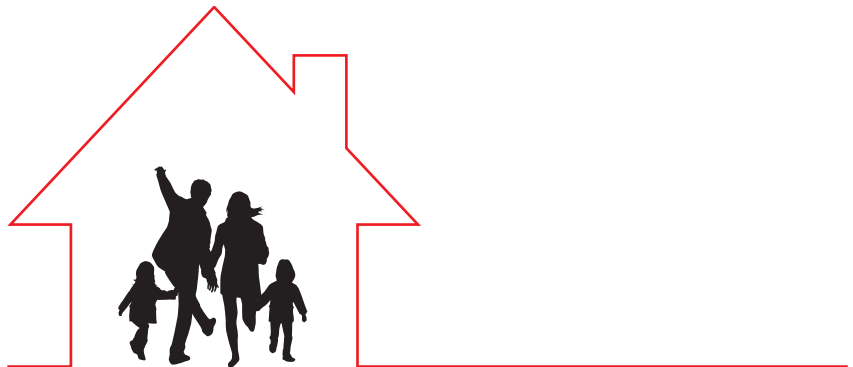
Vellayan Subbiah
Independent Director

Ameet Kumar Gupta
Whole-time Director



BUSINESS REVIEW





**FROM TOUCHING THEIR LIVES
TO TOUCHING THEIR HEARTS**

**FROM REACHING OUT
TO REACHING WITHIN**

At Havells, we have moved, slowly and surely, into the heart and hearth of our consumers' homes.

We have understood the pulse of their dreams.

We have mastered the art of realising their aspirations.

With our innovative products and services, we have created experiences and made memories out of every moment.

As we move deeper into their homes, we realize the humungous responsibility towards our consumers.

**WE PROMISE TO MEET ALL
THEIR ASPIRATIONS-TODAY,
TOMORROW AND ALWAYS!**

DEEPER. CLOSER.

From touching the lives of consumers...
To driving innovation to meet their aspirations.



Our products resonate with the deepest desires of our consumers, touching their lives in every way. From the kitchen to the bathroom, from the lounge to the bedroom, we are there in every bit of their homes, across geographies. With innovation at the core of our product strategy, we are constantly delivering products that are technically more advanced and aesthetically more appealing.

GETTING CLOSER TO THE YOUTH

Our customers have always considered us as a youthful and a dynamic brand. These sentiments were echoed in a research undertaken to understand consumers' expectations from us especially the youth. In order to address their needs, we launched an array of exciting, contemporary and innovative personal grooming products including electric shavers, beard trimmers, grooming kit (precision nose and ear trimmer), hair straighteners & dryers, and bikini trimmers. In this burgeoning category, we aim to capture around 25% market share in next three years.

BRINGING INNOVATION CLOSER TO HOMES

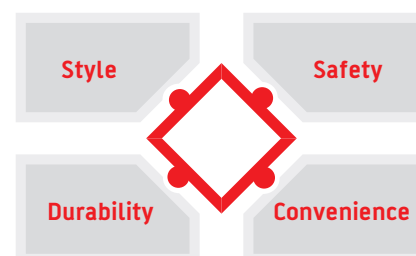
A series of innovations enabled us to create more avenues for reaching out to customers across regions and social strata.

- ▲ Our first indigenously designed, developed and manufactured Euro-II series of MCB and RCCB are matched to global standards of quality, functionality and design excellence. The series is aimed at further cementing our leadership position in the Switchgear industry.
- ▲ The launch of first of its kind MCB in an enclosure-REO Armour is an affordable option for the low cost housing sector to wean it away from the sub-standard MCBs normally used for protection against electrical hazards.
- ▲ Our newly launched range of highly advanced water heaters, designed and manufactured in India under the Adonia series, has set a new benchmark in the global water heater industry. It is equipped with

patented temperature sensitive colour changing LED technology, first of its kind in the world, and comes with India's first integrated shock resistant plug for maximum safety.

- ▲ Foraying into the air purifiers segment, we have launched a pioneering and premium range of air purifiers in three different capacities that are equipped with HEPA technology to combat the problem of air pollution in the homes of our discerning consumers.
- ▲ Under the brand Crabtree, we entered into the business of automation in association with HDL Automation. We have launched integrated automation solutions for homes, offices and hotels, addressing the growing needs of our tech-savvy consumers for automation. This also supports the government's 'Smart City' initiative.

THE 4 PILLARS OF OUR PERSONAL GROOMING PRODUCT PORTFOLIO





Delving deeper into homes

Our

₹1,600 crore

acquisition of brand Lloyd has marked our foray into the \$15 billion consumer durables industry and enabled us to delve deeper into the homes of our consumers with top quality products such as air-conditioners, LED TVs and washing machines.



FANNING OUR WAY INTO THEIR HEARTS

We continue to revolutionise the fan's business, with several pioneering breakthroughs underlining the segment expansion during the year. Our product innovations in this category included Octet (India's first fan with eight blades), Futuro (India's first Smart Fan equipped with Bluetooth technology), Efficiencia (BLDC fan that saves 57% more energy), Urbane and Enticer Art (both aimed at the stylish consumers), besides a complete and electrifying new range of pedestal fans.

STRENGTHENING PRESENCE IN EXISTING & NEW MARKETS

With our eyes firmly on our existing markets, as well as the new high-potential markets where we perceive growth coming in, we made deeper

inroads into various regions of the country during FY 2017.

We enhanced our presence in the domestic market with the addition of dealers, distributors, retailers and exclusive brand shops - Havells Galaxy. During the year, we added over 1700 dealers, of which over 400 were in rural areas alone. To serve our customers better, we further launched various products in different segments like new range of modular switches, air coolers, fans, MCB, etc. We also launched various innovative solar products like solar lanterns, home lighting systems, DC fans and small power packs. Our solar products would also cater to growing B2B consumer segments with solar street lights, mini masts, off-grid and on-grid inverters, etc. We are constantly moving deeper into the country and thereby touching the lives of our consumers.



Our new range of first-of-their-kind fans have been indigenously designed and developed. With their unique blend of high-end technology, superior performance and exquisite design, these fans are custom-crafted for the modern and sophisticated consumer. Further fortifying our position as a 'Brand of Choice', these fans are set to revolutionise the industry in India.