



Havells India Limited
35th Annual Report 2017-18



**THE FUTURE
HAS ALREADY BEGUN**



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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)

Bankers

- Canara Bank
- IDBI Bank Limited
- Yes Bank Limited
- Axis Bank Limited
- Standard Chartered Bank
- HSBC Limited
- ICICI Bank Limited
- State Bank of India
- Citi Bank
- Indusind Bank Limited

Registrars and Share Transfer Agent

Link Intime India Private Limited
44, 2nd Floor, Naraina Community
Centre Phase I, Near PVR,
New Delhi - 110 028

Tel: 011-41410592, 011-41410593
Fax: 011-41410591
Email: delhi@linkintime.co.in

Listed on

- National Stock Exchange of India Ltd.
- 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



1 Upendra Kumar Sinha
Independent Director

2 Dr. Adarsh Kishore
Independent Director

3 Surender Kumar Tuteja
Independent Director

8 Vellayan Subbiah
Independent Director

9 Vijay Kumar Chopra
Independent Director

10 Ameet Kumar Gupta
Whole-time Director



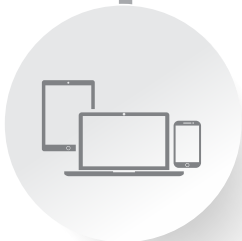
- | | | | |
|--|---|---|---|
| 4 Puneet Bhatia
Non-Independent
Non-Executive Director | 5 T. V. Mohandas Pai
Non-Independent
Non-Executive Director | 6 Jalaj Ashwin Dani
Independent Director | 7 Pratima Ram
Independent Director |
| 11 Surjit Kumar Gupta
Non-Independent
Non-Executive Director | 12 Anil Rai Gupta
Chairman and
Managing Director | 13 Rajesh Kumar Gupta
Whole-time Director (Finance)
and Group CFO | |





Way back in 1982, we were ahead of the curve when we decided to invest our entire annual profit of ₹ 6.5 lakhs for the purchase of our first computer.

This was our first step into the future, making us the third company in India and the first company in the electrical equipment space to get future-ready and to start our digital journey.



At Havells, the future always begins today.

The first step has today become a giant leap. Our consistent strategy of envisaging the future has made us thought-leaders and trend-setters in our industry, enabling us to delight our dealers and consumers alike.

As the world stands at the cusp of a digital transformation and promises to change our lifestyles, we continue to move ahead by becoming the first in our space to leverage technology for both, internal and external stakeholders.

By changing the role and momentum of IT, we are ushering in a new era of customer delight, dealer relationship, manufacturing efficiencies and employee engagement. An eco-system of higher transparency and productivity to enhance ease of business and peace of mind, opening new vistas of growth and expansion, is already here powered by the technology of tomorrow.



THE FUTURE

has already begun at Havells.

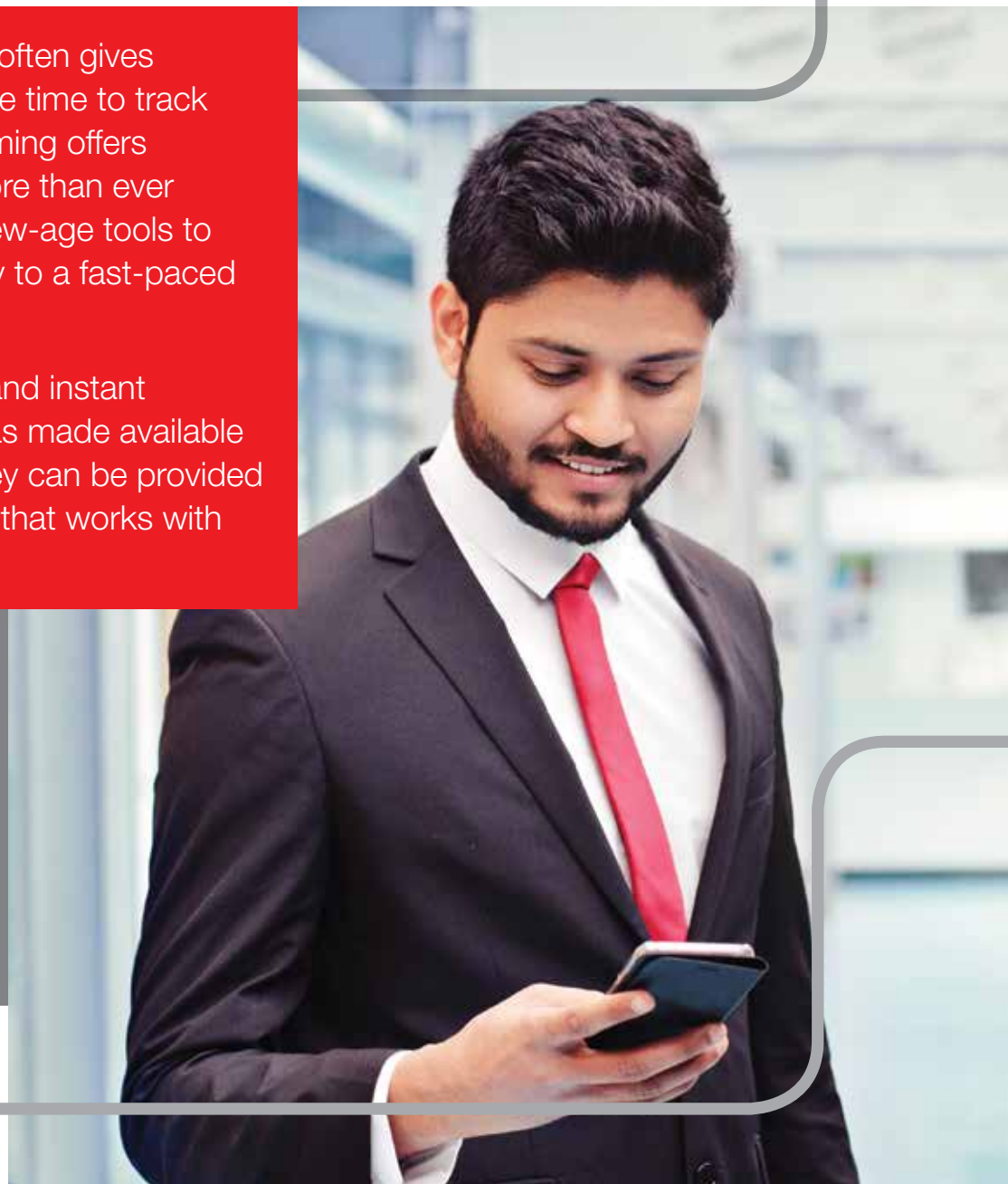
FACILITATING CHANNEL PARTNERS TO BE FUTURE-READY

The future is already connected

A busy day at work often gives channel partners little time to track inventory and upcoming offers and promotions. More than ever before, they seek new-age tools to respond dynamically to a fast-paced marketplace.

What if convenient and instant product ordering was made available to them? What if they can be provided with the technology that works with them, for them?

Facilitating our channel partners with advanced IT solutions, many of them being offered for the first time in the Indian Fast Moving Electrical Goods (FMEG) industry, we are meeting their future business needs.



“With the Havells Dealer App, I can place my order from my mobile phone at any time of the day or night without having to switch on my computer!”

– **Nand Lal**, Dealer, Chandigarh



Distribution Management System

During the year, we launched our Distribution Management System (DMS) to 1,300 of our distributors, launched in a record time of eight months. This helped them to be more productive and run their business more effectively.

Serving as a mini ERP system, DMS provides several benefits to distributors such as real-time monitoring of receivables, tracking of targets, faster settlement of secondary schemes and better inventory management leading to improved cash flows.

The implementation of DMS has not only benefited distributors but also the Company. It accurately identifies distribution coverage; helps track product sales performance and create upselling opportunity thereby helping distributors grow their business.



Havells mKconnect (Dealer App)

In line with our 'mobile first strategy' for dealers and distributors, we have developed Havells mKconnect— a mobile application enabling them to place orders from the ease of their homes or on the go. Now, with the click of a button they can place sales order, get an update on products, promotions, price schemes, claim settlement and resolution of concerns. The mobile application is not only intuitive and reliable but has also enabled a two-way communication as well as increased dealer engagement by almost 50%. In a paradigm shift, 63% of orders are being booked from the mobile application. The app also provides real-time information on fingertips thus facilitating better cash flows and inventory management.



eSampark App

We have empowered our retailers with the launch of 'eSampark' - a retailer app that supports direct communication between Havells and its retailers. The mobile app has digitised consumption and redemption of loyalty programme thereby making the process easier and rewarding.

It provides retailers with information like product literature, profile data, points earned/redeemed, order history, incentive details etc. thereby making them self-reliant. This app has helped Havells become the first in the industry to offer 'Direct Benefit Transfer' (DBT) facility to retailers wherein all cash and points earned get credited to their accounts. The Company stands to save significant manpower costs incurred previously to help manage the loyalty programme.

The greatest benefit of eSampark is that physical collection of point coupons by Retail Last Mile (RLM) has been replaced by the facility of digital scanning by retailers. This automation has helped reduce RLM workforce by 50%.

FACILITATING CHANNEL PARTNERS TO BE FUTURE-READY

With the enhancement of our dealer portal, usage has jumped to

90% from 30% in a short span of few months.

“I was simply too preoccupied to keep a precise tab on my inventory. With the Havells mKonnnect App, I now have ready access to my inventory levels and the power to make quicker decisions, leading to better cash flow.”

— **Sanjay Shah**, Dealer, Ahmedabad

With the click of button, dealers can place sales order, get an update on products, promotions, price, schemes, claim settlement and resolution of concerns. Thus, making their lives simple and effective.

