



LIVE THE FUTURE

## ANNUAL REPORT 2011-2012

LLOYD ELECTRIC & ENGINEERING LIMITED





## LIVE THE FUTURE



Nominated as India's most  
promising brand for 2011  
by 4P's Business and Marketing Magazine

*Lloyd, unveiling its brand  
new vision of becoming an  
international technology  
major touching every corner  
of the globe. The Company is  
bringing in the right  
combination of knowledge,  
experience and innovation.  
Adding world class products,  
growing sales volume and  
enhancing its engineering  
capability day in and day  
out, the Company is well on  
the path of realizing its  
vision to be amongst the top  
Global players in the  
HVAC&R industry*



# Strategic Brand Acquisition

Foray into Consumer Durable Goods Segment



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# Marketing Outreach Initiatives for Brand Building

Karan Johar as  
our Brand Ambassador



Bringing the best of  
Cricket to India



LLOYD  
mall activity



Reaching out with  
Corporate Activations and  
Mall Activities

*Ghazal Symphony*  
by Jagjit Singh



Sponsored India's First  
Ghazal Symphony  
by Jagjit Singh



# Domestic Manufacturing Facilities

Helium Leak Test



Amada Turret Punch



Coil Shop- Bhiwadi



CAB Furnace for PFC Coil



PFC Assembly Line



Fin Machine for PFC Coil





# Overseas Manufacturing Facilities

Bird's eye view of Plants at Czech Republic-Prague







Smoke free environmental braze technology in Czech facility



Air Handling Units (AHU'S)  
Panel Manufacturing in Czech facility



**Coil Bending**



**World's most versatile  
Fin Press from Buroak - USA**