

### INTRODUCTION

Havells India Limited is a \$1.4 Billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint. Havells enjoys enviable market dominance across a wide spectrum of products, including Industrial & Domestic Circuit Protection Devices, Cables & Wires, Motors, Pumps, Fans, Modular Switches, Home Appliances, Electric Water Heaters, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial and industrial Applications. A 20000 strong global distribution network continuously strives to set new benchmarks in prompt delivery and service to customers – powering their smiles like none other electrical brand in the country. Further to this the company pioneered the concept of exclusive brand showroom in the electrical industry with ‘Havells Galaxy’. Today over 300 plus Havells Galaxies across the country are helping customers, both domestic and commercial, to choose from a wide variety of products for different applications. Havells became the first FMEG Company to offer door step service via its initiative ‘Havells Connect’. Havells along with its brands, have earned the distinction of being the preferred choice of electrical products for discerning individuals and industrial consumers both in India and abroad. Havells offers same quality products for both Indian and international markets. Havells products & processes have acquired a number of International quality certifications, like BASEC, CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) – thus complying with stringent quality norms at even the most testing markets, worldwide. It is committed to keep powering the world with its state-of-the-art innovations and energy-efficient solutions. Currently 70% of its product offering is energy efficient.

## 1.1. Company Profile (Havells India)



Figure 1.1 Havells starting as a trading company – 1958

### Profile

Starting off as an electrical trading company in 1958, Havells India Ltd. today is an emerging leader and an end-to-end solution provider in the Power Distribution Equipment industry. The company catering to the needs of domestic and industrial market has seven manufacturing units in India.

Havells India Ltd, a billion-dollar-plus organization, and one of the largest & India's fastest growing electrical and power distribution equipment company, manufacturing products ranging from Building Circuit Protection, Industrial & Domestic Switchgear, Cables & Wires, Energy Meters, Fans, CFL Lamps, Luminaries for Domestic, Commercial & Industrial application and Modular Switches.

Havells owns some of the prestigious global brands like Crabtree\*, Sylvania, Concord, Luminance, Claude, Sylvania: Linolite, SLI Lighting & Zenith.

Havells reach stretches across 91 branch offices, over 2000 authorized dealers and thousands of approved retail outlets. The company has an enviable clientele, not only in the domestic market, but also in international markets like UK, Malaysia, Singapore, Bangladesh, Sri Lanka, Dubai, Africa, Iran and Iraq. The company is currently exporting to over 50 countries globally.

Havells is acknowledged as a manufacturer & supplier of the widest range of quality low voltage electrical equipment. With a number of strategic alliances in place, Havells is the only company that has shown phenomenal growth rate with the help of various joint ventures, acquisitions, mergers and takeovers.

Havells recently acquired Frankfurt headquartered, SLI Sylvania for \$ 300 mn . The company is a leading global designer and provider of lighting systems for lamps and fixtures. Sylvania is one of the most globally recognized brand for over a century in the electrical industry with brands like Sylvania, Concord: marlin, Lumiance, Marlin, Claude and Linolite-Sylvania..



**Figure 1.2 Havells Today “POWERING LIVES”**

**Vision:**

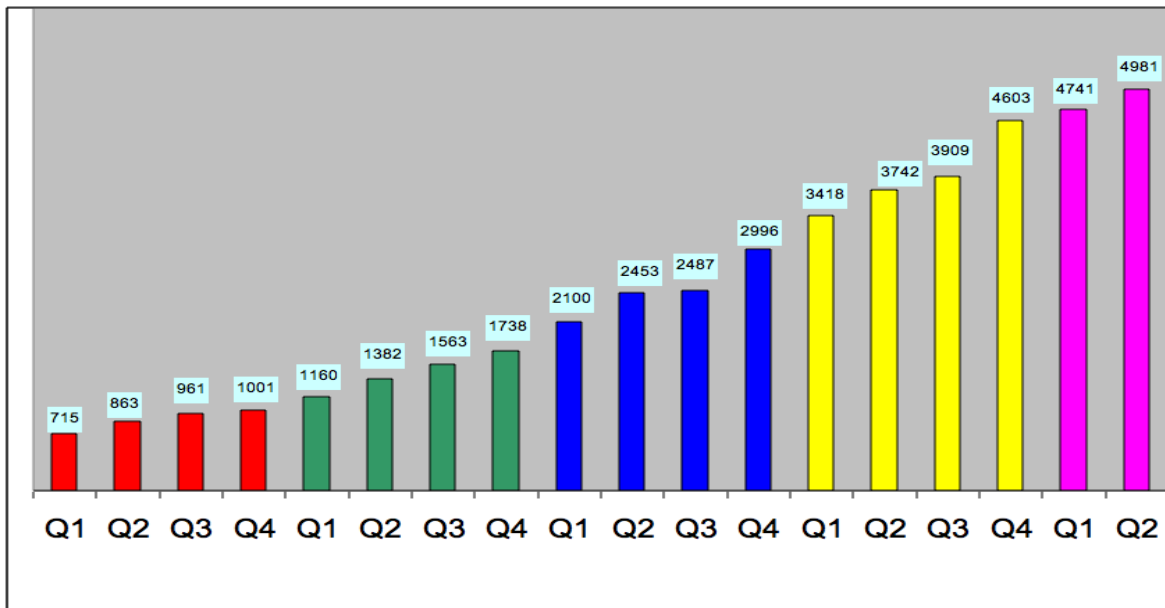
"To be a globally recognized corporation that provides best electrical & lighting solutions, delivered by best-in-class people."

**Mission:**

To achieve our vision through fairness, business ethics, global reach, technological expertise, building long term relationships with all our associates, customers, partners, and employees.

**Values:**

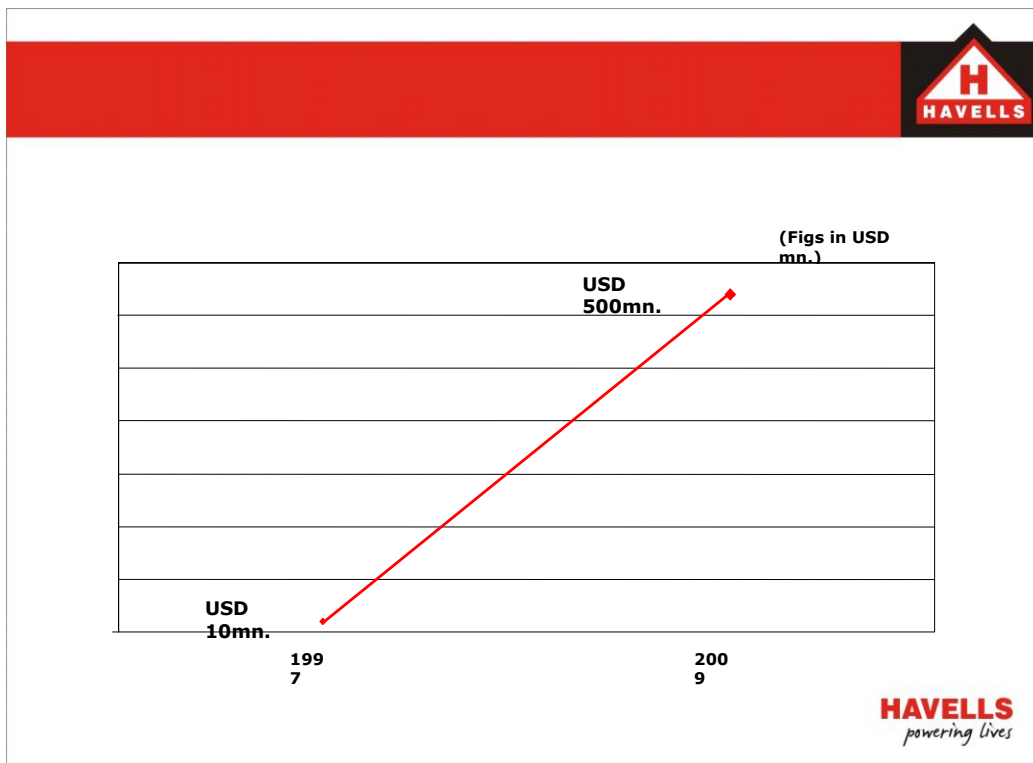
Customer Delight: A commitment to surpassing our customer expectations Leadership by example. A commitment to set standards in our business and transactions based on mutual trust. Integrity and Transparency: A commitment to be ethical, sincere and open in our dealings. Pursuit of Excellence : A commitment to strive relentlessly, to constantly improve ourselves, our teams, our services and products so as to become the best in class



[---FY 05-----] [-----FY 06-----] [---FY 07----] [-----FY 08-----][ FY09]

**18 consecutive quarters of growth**

**Figure 1.3 Showing growth of Havells from 1997-2009**



**Figure 1.4 Showing growth of Havells from 1997-2009**

## **Promoters**

QRG Group is one of the fastest growing Electrical and Power Distribution Equipment Company in the country, manufacturing products ranging from building circuit protection, industrial & domestic switchgear, cables & wires, energy meters, fans, CFLs, luminaries, bath fittings and modular switches.

The group comprises of 5 companies –

- 1) Havells India Ltd. (the flagship company)
- 2) Standard Electricals
- 3) Crabtree India Ltd
- 4) TTL
- 5) Sylvania

With 13 state of the art manufacturing plants, 24 branch offices and a strong backing of over 3000 professionals across India the group has achieved rapid success in the past few years.

The group has recorded a turnover of Rs. 963 crores in the previous financial year and is poised for another quantum growth with projections suggesting a 50% increase over previous year. While the industry has been growing at a pace of 20% CAGR, QRG Enterprises has been marching faster at a compounded annual growth rate of 35% in the past decade.

### **Board of Directors**

1. Qimat Rai Gupta (Chairman and Managing Director)
2. Anil Gupta (Joint Managing Director)
3. Surjit Gupta (Director Operations)
4. Ameet Gupta (Director International Marketing)
5. Rajesh Gupta (Director Finance)

### **Milestones**

<b>Years</b>	<b>Achievements</b>
<b>1958:</b>	Commenced trading operations in Delhi
<b>1976:</b>	Set up the first manufacturing plant for Rewire able Switches and Changeover Switches at Kirti Nagar, Delhi.
<b>1979 :</b>	Set up a manufacturing plant for HBC Fuses at Badli, Delhi
<b>1980:</b>	Started manufacturing high quality Energy Meters at Tilak Nagar, Delhi

<b>1983:</b>	The Company was originally incorporated as Havell's India Private Limited on 8th August under the Companies Act 1956 promoted by S/Shri Qimat Rai Gupta and Surjit Kumar Gupta. The Company also entered into a Technical Collaboration with M/s Christian Geyer GmbH & Co. Germany for the manufacture of Miniature Circuit Breakers in India. Acquired Towers and Transformers Ltd. and turned it into a profitably manufacturing Energy Meters Company in 1 year
<b>1987 :</b>	Started manufacturing MCBs at Badli, Delhi in Joint Venture with Geyer, Germany.
<b>1989 :</b>	The company undertook addition to its tool room facilities by going in for manufacturing of sheet metal and moulding tools in-house
<b>1990 :</b>	Set up a manufacturing plant at Sahibabad, UP for Changeover Switches
<b>1991:</b>	The company amalgamated with itself Elymer Havbell's Pvt. Ltd. which had facilities for manufacture of HRC fuses with an installed capacity of 2 50 000 pcs.
<b>1992:</b>	The name was changed to Havell's India Limited vide certificate dated 31st March. For the manufacture of ELCBs the Company signed another Technical Collaboration with M/s Schiele Industriewerke Germany.
<b>1993 :</b>	Set up another manufacturing plant at Faridabad, Haryana for Control Gear Products
<b>1994 :</b>	The company successfully launched the latest IEC design contractors relays and motor starters for the first time in India which have been well received in the market. The company has finalized tie-ups in UAE Oman Kuwait and Egypt for marketing its vast range of products in these countries.

<b>1995 :</b>	The Company has introduced Product Managers and "Industrial Teams" to emphasize the product mix and to strengthen its presence in all market segments.
<b>1996 :</b>	Acquired a manufacturing plant at Alwar, Rajasthan for Power Cables & Wires and entered into the manufacture of low tension power cables. Entered into a Joint Venture with Electrium, UK for manufacturing Dorman Smith MCCBs and Crabtree Modular Plate Switches. Schiele industriewerke Germany who have been our collaborators for ELCBs have entered into a new technical collaboration with the company for quality upgradation for its products in the controlgear division. The company decided to enter into the manufacture of Three Phase Energy Meters for industrial applications. Havell's group signed a Joint Venture Agreement with Hanson Electrical a group company of the UK Pound 11 Billion Anglo-American conglomerate Hanson Plc. one of the top ten Companies of UK.
<b>1997 :</b>	Acquired Electric Control & Switchboards at NOIDA, UP for manufacturing customized packaged solutions. Havell's Dorman Smith Pvt. Ltd. U.K. JV company wherein Havell's India Ltd is a 25% shareholder with Electrium Ltd. UK with the introduction of state-of-the-art 'DORMAN SMITH' brand Moulded Case Circuit Breakers in India. Havell's group has signed a new JV agreement with Ampy Automation Digilog Ltd. UK. JV partners have tested the MCBs and have entered into an agreement with the Company to exclusively market the MCBs in the world wide markets
<b>1998 :</b>	Introduced high-end Ferraris Meters in Joint Venture with DZG, Germany. Cable division at Alwar is now ISO-9001 certified. The 50:50 JV company "Havell's Dorman Smith Ltd. in which Havell's India Ltd. is a 25% shareholder had launched Moulded Case Circuit Breakers last year in the Indian market. The Company also launched "Crabtree" brand modularplate switches which is being perceived as the best available product in the market
<b>1999 -</b>	Electrical switchgear makers Havell's India has entered into a strategic partnership with Cambridge Technology Partners India for implementing ERP on a fast-track. The company has a 50:50 joint venture with DZG of Germany for manufacture of high-end electromechanical and electronic energy meters.



<p><b>2000 :</b></p>	<p>Acquired controlling stake (60%) in Duke Arnics Electronics (P) Limited engaged in manufacturing of Electronic Meters-Single Phase, Three Phase, Multi Function, Tri Vectors. Havell's entered into a technical collaboration with Geyer in 1998 to manufacture miniature circuit-breakers. For MCBs the company has a technical collaboration with Geyer AG of Germany with Schiele Industrierwerke of Germany for RCCBs and with Peterriens Schaltechik GmbH for changeover switches. Acquired controlling interest in an industry major-Standard Electricals Ltd.</p>
<p><b>2001 :</b></p>	<p>Acquired business of Havells Industries Ltd, MCCB of Crabtree India Limited and merged ECS Limited in the company to consolidate its area of core competence. Awarded the highest revenue payer award for the year 2000 in the organised sector category</p>
<p><b>2002 :</b></p>	<p>Standard Electrical Company becomes a 100% Subsidiary of the company. Attained the IEC certification for Industrial switchgear and CSA certification for all manufacturing plants.</p>
<p><b>2004 :</b></p>	<p>Set up manufacturing plant at Baddi , HP for manufacturing of Domestic Switchgear. Set up a manufacturing plant for manufacturing of CFL at existing manufacturing plant in Faridabad, Haryana. Set up a manufacturing plant for manufacturing of Ceiling Fans at Noida, UP. Set-up our own marketing office in London through our wholly owned subsidiary company Havells U.K. Ltd. Attained the CE certificate for CFL. Havells India Limited has sold out its entire shareholding of Standard Electricals Limited an un-listed public limited company which was a 100% subsidiary of the Company. Consequently with effect from such transfer Standard Electricals Limited is no longer a subsidiary of the Company.</p>
<p><b>2005 :</b></p>	<p>Set up manufacturing plant in Haridwar, Uttaranchal for manufacturing Fans. Awarded the KEMA certification by The Dutch Council for Accreditation, making QRG the only group to attain this certification. Set up of R&amp;D Center in Noida H.O.</p>

<p><b>2006 :</b></p>	<p>Crabtree India merged with Havells India. Added CFL production unit in Haridwar manufacturing plant. Expansion at Alwar manufacturing plant for increase of production capacity. Expansion at Baddi manufacturing plant and set-up of an Export Oriented Unit. First Company to get the ISI Certification for complete range of CFLs. Started mid-day meal program at Alwar, Rajasthan caters to 10,000 students from 77 schools.</p>
<p><b>2007 :</b></p>	<p>Set-up of Capacitor manufacturing plant in Noida, UP with the capacity of 6,00,000 kVAr per month. Acquired the Lighting business of a Frankfurt based company "Sylvania", a global leader in lighting business and now the company's turnover crosses US\$ 1 Billion. Warburg Pincus, a global private equity firm and one of the largest investors in India, invested US \$110 million in Havells India Ltd. Havells issued fresh shares to Warburg Pincus, representing approximately 11.2% of the fully diluted share capital of the company. QRG Group entered healthcare business by acquiring a majority stake in Central Hospital and Research Centre, Faridabad</p>
<p><b>2008 :</b></p>	<p>First Indian CFL manufacturers to have adopted RoHS, European norms on Restriction of Hazardous Substances in CFLs. Set up of Global Corporate office, QRG Towers at Expressway Noida Investment of Rs.50 Crores in Global Center for Research and Innovation (CRI)</p>
<p><b>2009 :</b></p>	<p>Set up of fully automatic switchgear manufacturing plant at Baddi. Consolidation of CFL manufacturing plant at Neemrana for domestic and export purposes.</p>

**Table 1 Company Milestones**

**Work culture at Havells**

QRG is continuously applying modern management techniques such as Kaizen to enable employees to improve their day to day functioning in small steps, one at a time. QRG has also implemented Japanese version of 5S which stands for "a place for everything and everything in its place". The company has introduced these techniques as it firmly believes that small changes add up to large results and the only way for a corporation to grow, is to make its people grow

The Group is driven by qualified and experienced professionals backed by a work force of over 4000 employees. All branches and manufacturing facilities are computerized and

networked with each other. An open door policy at all levels encourages employees to be participated, innovative and creative. Empowering employees helps the organization in harnessing individual talents to the fullest. Emphasis is laid on building team spirit which helps employees to realize collective potential.

### **Manufacturing Plants**

Powerful trends are shaping up industry for the 21st century. Because of rapid spread of advanced technologies complexity of work is increasing - almost daily. With the state of the art equipments and manufacturing facilities, QRG group is helping to boost safety in workplaces from the factory to the offices, domestic buildings to commercial plazas. All the manufacturing units are ably supervised and controlled by technocrats and industry specialists.

The group has well managed, well equipped tool rooms with machines like CCV Line, CNC Machines, EDM Wire Cut, Spark Erosion Machines, Lathes and Surface Grinders.

Our strategic alliances with some of the leading technology corporations in the world of electrical engineering, ensure constant access to the latest developments in the international markets, which are then adapted to the tough tropical conditions.

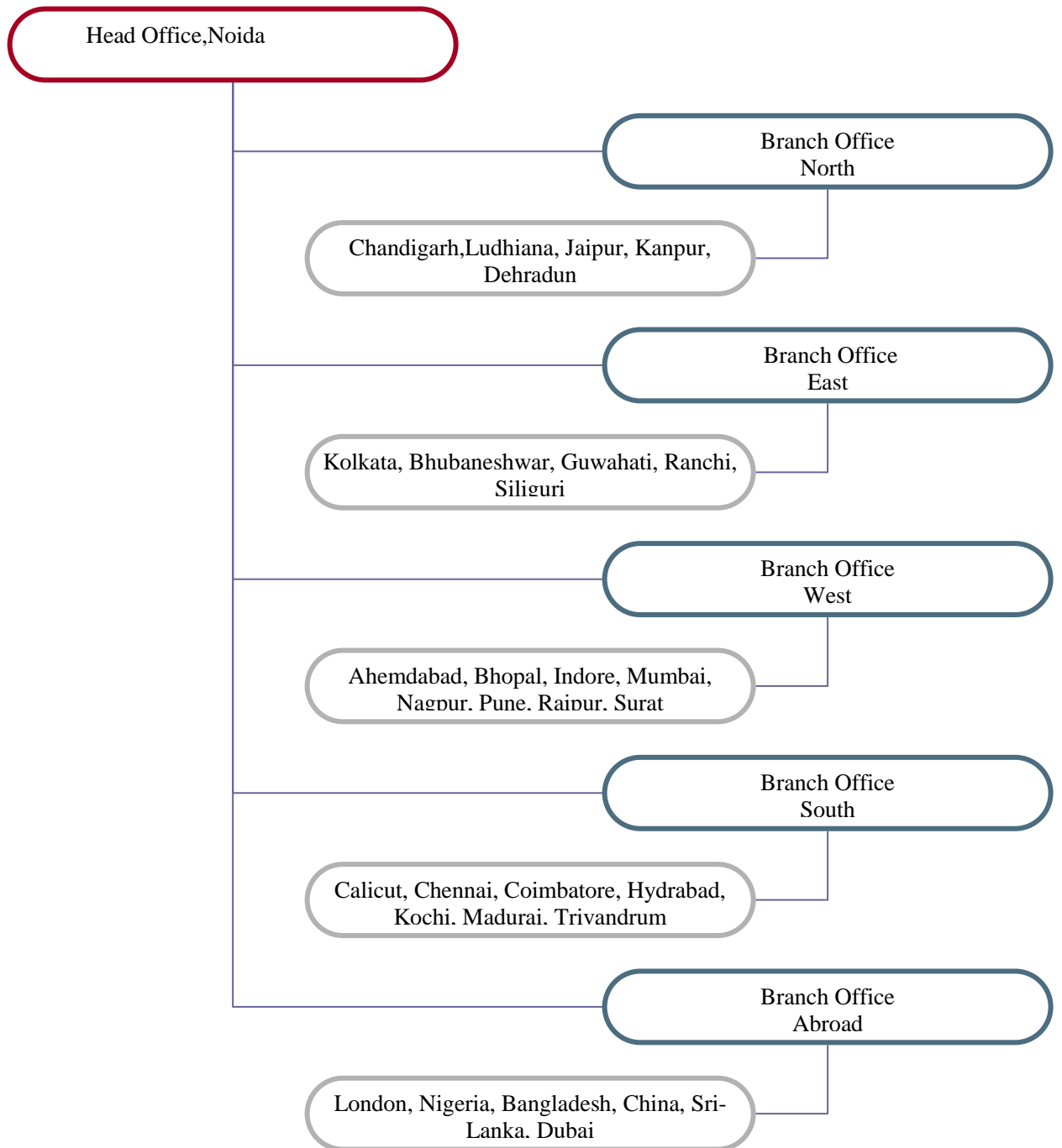
Our manufacturing units are fully equipped with the latest and most sophisticated facilities in India. And in the hands of our highly qualified technical experts, this results in some of the most advanced product development in the country

Location: Branch offices / zonal offices / manufacturing plants

- |  |           |             |
|--|-----------|-------------|
| 1. Haridwar,                                   |           | Uttaranchal |
| Products manufactured: Fans and CFLs           |           |             |
| 2. Baddi,                                      | Himanchal | Pradesh     |
| Products manufactured: MCBs, CFLs and Switches |           |             |
| 3. Samepur                                     | Badli,    | Delhi       |
| Products manufactured: MCBs, ELCBs and DBs     |           |             |
| 4. Tilak                                       | Nagar,    | Delhi       |
| Products manufactured: Energy Meters           |           |             |

- |   |           |
|---|-----------|
| <b>5.</b> NOIDA,<br>Product manufactured: Fans  | UP        |
| <b>6.</b> Alwar,<br>Products manufactured: Cables & Wires                                       | Rajasthan |
| <b>7.</b> Faridabad,<br>Products manufactured : CFLs and Industrial Products.                   | Haryana   |
| <b>8.</b> Gurgaon,<br>Luminaries and Lighting fixtures  | Haryana   |
| <b>9.</b> Jalandhar<br>Products manufactured: MCBs, ELCBs, DBs, Wires and Industrial Switchgear |           |
| <b>10.</b> Gurgaon,<br>Products manufactured: Modular Plate Switches & Accessories              | Haryana   |
| <b>11.</b> Bhiwadi,<br>Products manufactured: Bathroom fittings & Accessories                   | Rajasthan |
| <b>12.</b> Sahibabad,<br>Products manufactured: Trivector Meters, Reference Standard Meters     | UP        |
| <b>13.</b> Hyderabad, AP<br>Products manufactured: Energy Meters                                |           |

## Organizational Structure



**Figure 1.5 Quality control at Havells**

The essence of quality at QRG is closely wrapped in the way we think, plan and work. It finds its true expression when we extend beyond ourselves to exceed our customer's expectations. To deliver products that are safer, faster and simply better.

Each time, every time. Building customer confidence through teamwork is a top priority to provide a wide variety of products and services.

Realizing and respecting the basic needs of customers to feel more secure, we've committed ourselves to make our products better, safer and smarter than what he or she is looking for. That's a passion that began 30 years ago and that's how it continues to be even today. Our customers rely on us and it is our responsibility to give them the very best. All our products are as per IEC standards.

Certifications / Approvals
1. ISO-9001 : 2000 (all manufacturing units)
2. KEMA KEUR
3. CE
4. S-mark
5. CSA
6. CB
7. SEMKO
8. SIRIUM (Malayasia)
9. SPRING (Singapore)
10. TSE (Turkey)
11. SNI (Indonesia)
12. EDD (Bahrain)

**Table 2 Certifications and Approvals**



Netherlands



Canada

ASTA

UK



Europe



India



Malaysia

CB

Europe



Russia



Singapore



Sweden



Turkey

Figure 1.6 Certifications / Approvals

## Major Clients of Havells India Ltd.



Figure 1.7. Major Clients of Havells India Ltd.



## **Research And Development At Havells**

Innovation is the hallmark of every vital development at QRG. New ideas, inventions deepen scientific knowledge and give its work force a new impetus towards technical progress.

QRG technological strengths and its endeavor towards continuous research & development has allowed it to fulfill its responsibilities towards its customers. The responsibility of providing its customers the best products and zero defect services to enable them to be comfortable and secure in usage of electricity.

### Center for Research and Development

Havells has recently invested 20 million dollars in a new centre for research and innovation. This centre has been set-up at the company's H.O. premises in Noida.

The task of this centre is to provide the theoretical & experimental foundations for all segments of electrical engineering. The centre closely cooperates with the various departments so as to provide the best and the latest in terms of technology and design. The Group has also decided to dedicate 2% of its turnover towards R&D.

### Safety Matter

#### Protection against Electrical Shocks and fire:

With the ever increasing of the usage of electricity in our daily lives , the risk of electrical shocks and hazards related to electrical fire to overcrowded wiring and leakage due to installation failure.

Poorly insulated apparatus, faulty wires or the incorrect use of an electrical device cause current to flow through the wrong face (i.e. through the insulation) to the earth. This current is called the "Leakage Current". Leakage current in an electrical system is responsible for two major risks.

1. Risk of electrocution(electric shocks)
2. Risk of fire

#### Risk of Electrocution (Electric shocks)

Electrocution is the passage through human body, which is dangerous .The flow of current through human body, affects two vital functions

1. Breathing

2. Heart Beat

Electrocution can lead to muscle contraction causing respiratory paralysis, cardiac fibrillation and immediate cardiac arrest resulting in death depending upon the magnitude of the leakage current and the contract voltage.

Risk of fire

Poorly insulated wiring or loose connections are enough to create fire hazards a portion of the current which normally flows in the conductor can find a way back to the earth through these "leaks" and through materials with varying degrees of conductivity. These materials are not intended to conduct current, and may get heated up to such a degree that they will set fire to whatever they are in contact with (insulation, wood etc.). This is the start of fire.

Solution

Earth Leakage Circuit Breakers installed in the circuit senses these leakage currents and isolates the faulty circuit thereby ensuring safety against the hazards of earth leakage. It is mandatory to install an ELCB in the incoming circuit for all installations except those specified by the section 30 of the Indian Electricity Act, 1910.

### **Product Profile**

#### **Miniature Circuit Breakers (MCB's)**

In the residential, commercial and Industrial sectors, final electrical distribution needs are continuously evolving. Improved operating safety, continuity of service, greater convenience and operating cost have assumed tremendous significance. Havell's breakers have been designed to continually adapt to these evolving needs.

Havell's maintaining pace with the technological changes has introduced Miniature Circuit Breakers tested as per the latest

specifications IS:8828-1996, IEC:898-1995 for a breaking capacity of 10KA.



Figure1.8 Havells Miniature Circuit Breakers

## Capacitors

Havells started manufacturing of its new range of products Capacitors in February 2007. Havells Capacitors are designed and manufactured using **S3 technology**. It encompasses product with triple shield with differential disconnecter in the event of any fault within due to environmental compatibility. Automatic controlled vacuum potting of "Element Modules" ensures fault remains localized, and protects the installation in spite of hazards.

Advanced technologies adopted in our "Capacitors" offer you unmatched safety and outstanding performance under Indian conditions benefiting you month after month and every year from now on...

Our commitment to manufacturing excellence and providing a world class quality products at affordable prices in creating your industry more energy efficient, now from even wider spectrum of products from Havells; we offer you a complete solution which is not only safe and reliable but also help you save your energy.



**Figure 1.9 Havells Capacitors**

## **Fans**

Havells entered fan business in mid - 2003 and has emerged as one of the fastest growing fan brands in the Indian market. Havells has captured customers' fancy with innovative design and excellent finishes. From premium fans in exquisite antique finishes to fans specially designed for kids, dual color fans and super speed fans. Havells offers a complete range to meet varied individual needs



**Figure 1.10 Havells Fans**

## **Cables**

Set up in the year 1996, Havells Cables plant (an ISO: 9001-2000 certified unit) is located in Alwar, in the state of Rajasthan, India. Since inception, Havells has invested heavily in the manufacturing infrastructure, which has today become one of the largest in India. All wires & cables are manufactured on most modern laser controlled automatic machines, using best raw material from primary manufacturers ensuring perfect quality

Features:

1. Highly compacted conductors to reduce AC losses which are due to skin and proximity effect.
2. Purest insulation to bear thermal and thermo-mechanical stresses at continuous normal and short circuit temperature conditions.  
Complete protection against most forms of electrolytic and chemical corrosion.
3. Extruded inner sheath (for XLPE insulated power cable HT).
4. Sequential length marking on outer sheath of the cables.
5. Over 90% armour coverage of armored cables..



**Figure 1.11 Havells cables**

### **Switches**

A new addition to the Havells product portfolio Pearlz, a range of aesthetically designed modular plate switches that are engineered to deliver protection and built to last. A well-designed knob provides soft operation and the ultra-tech mechanism ensures longevity. Pearlz promises quality and reliability. Available in a pure white finish, these switches lend pristine beauty to your walls for years.





**Figure 1.12 Havells Switches**

### **Crabtree Bath fittings**

Crabtree is a name synonymous with truly world-class luxury bath fittings. Backed by the HAVELLS Group, India's leading electrical switchgear and equipment manufacturer, Crabtree is in distinguished company.

To cater to its global clientele, the Group has set up an extensive distribution network for this exclusive range both in India and abroad, to provide customers with technical support and after sales service.

Production at Crabtree is a symbiosis between advanced technology, maximum functionality and aesthetic designing to match the taste of the discerning clientele. The state-of-the-art plant at Bhiwadi (Rajasthan) is a unique fusion of the best human and technical resources.



**Figure 1.11 Crabtree Bath fittings**



## Havells Meters

The world and with over nine decades of expertise in the field of energy measurement, M/s With over 10 million Ferraris meters in successful operation in fourteen countries all over. Deutsche Zahlergesellschaft, Germany (DZG), established in the year of 1917, now offer their technology towards high quality metering in India.

TTL Limited, the Metering unit of Havells group, manufactures high quality single phase Ferraris meters, under a joint venture with DZG, at their new unit at Sahibabad in Uttar Pradesh, India. This manufacturing venture shall cater to the DZG market of highly quality conscious European customers, to the world wide export markets, and to the quality conscious. Indian utilities. A rugged, well established and proven meter design ensures high quality, long life, trouble free, very accurate and reliable energy measurement that shall go a long way in improving the Utility-Consumer relationship, through reliable and genuine data for billing purposes.



Figure 1.12 Havells Meters

## CFL (Compact Fluorescent Lamps)

Havell's is one of India's leading energy efficient, lighting solutions Company. Always sensitive to the needs of the consumers and country, the company strives to serve them

better with energy efficient light sources. The new range of compact fluorescent lamps and luminaries from Havell's are a result of this conviction.

Manufactured using state-of-the-art machinery, cutting edge technologies and top quality raw materials imported from the world's best sources, provide the consumers with the highest lumen output that too with lowest power consumption. These CFLs last eight times longer than ordinary GLS bulbs. They brighten your life with more light, more savings and more life. With two manufacturing units in India and clients ranging from Asia-Pacific, Middle East, Europe, Africa and Australia Havell's CFL is a story of constant innovation and profound quality.



**Figure 1.13 Havells CFL's**

### **Havell's green CFL**

Havells is continuing upgrade products in order to best serve modern discerning consumer. Havells CFL is environment friendly by introducing India's first Eco friendly GREEN CFL. Today most of company use liquid mercury due to cost effectiveness and simple technology. These CFL contained a least 3 to 5 times more than prescribed norms by Indian and international standard.

But Havells modified all its CFL production lines and adapt PDT (Pill Dosing Technology). With PDT Havells now use amalgamated mercury pills that are less harmful to the environment as compared to conventional use of liquid mercury. These pills also conform to Indian and international standard on use of mercury in CFLs.

Additionally Havells is first Indian CFL manufacturing to have adopted RoHS, European norms on Restriction of Hazardous Substances in CFLs.



Havells two unit plants in India and client ranging from Asia-Pacific, Middle East, Europe, Africa and Australia Havells CFL is a story of constant innovation and profound quality.



Figure 1.14 Havells green CFL

## 1.2. SCOPE OF THE STUDY

At any given time there are millions of people online and each of them is a potential customer for a company providing online sales. Due to the rapid development of the technologies surrounding the Internet, a company that is interested in selling products from its web site will constantly has to search for an edge in the fierce competition. Since there are so many potential consumers, it is of the out most importance to be able to understand what the consumer wants and needs. The importance of analyzing and identifying factors that influence the consumer when he or she decides to purchase on the Internet is vital. Since the Internet is a new medium for there have been new demands set by the consumer. That is why it is crucial for the online retailers to know what influences the online consumer. Analyzing consumer behavior is not a new phenomenon. The renowned marketing expert Philip Kotler has published several works on the topic of consumer behavior theories. These theories have been used for many

years not only to understand the consumer, but also create a marketing strategy that will attract the consumer efficiently. Hence, understanding and identifying the consumer is closely related to the directions a company will take with their marketing strategy. These theories can also be applied to identify the online consumer and to create certain consumer segments. However, some distinctions must still be made when considering traditional consumer behavior and online consumer behavior. Since online retailing is a new retailing medium and online consumer behavior is diverse from traditional consumer behavior, one must identify what influences the online consumer. Analyzing the process that the online consumer goes through when deciding and making a purchase over the Internet, shows some factors that consumers consider these factors need to be identified and taken into account by online retailers in order to satisfy consumer demands and compete in the online market.

### LITERATURE REVIEW

Havells India Limited is a \$1.4 Billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint. Havells enjoys enviable market dominance across a wide spectrum of products, including Industrial & Domestic Circuit Protection Devices, Cables & Wires, Motors, Pumps, Fans, Modular Switches, Home Appliances, Electric Water Heaters, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial and industrial Applications. A 20000 strong global distribution network continuously strives to set new benchmarks in prompt delivery and service to customers – powering their smiles like none other electrical brand in the country. Further to this the company pioneered the concept of exclusive brand showroom in the electrical industry with ‘Havells Galaxy’. Today over 300 plus Havells Galaxies across the country are helping customers, both domestic and commercial, to choose from a wide variety of products for different applications. Havells became the first FMEG Company to offer door step service via its initiative ‘Havells Connect’. Havells along with its brands, have earned the distinction of being the preferred choice of electrical products for discerning individuals and industrial consumers both in India and abroad. Havells offers same quality products for both Indian and international markets. Havells products & processes have acquired a number of International quality certifications, like BASEC, CSA, KEMA, CB, CE, ASTA, CPA, SEMKO, SIRIUM (Malaysia), SPRING (Singapore), TSE (Turkey), SNI (Indonesia) and EDD (Bahrain) – thus complying with stringent quality norms at even the most testing markets, worldwide. It is committed to keep powering the world with its state-of-the-art innovations and energy-efficient solutions. Currently 70% of its product offering is energy efficient.

#### 2.1. ELECTRONICS INDUSTRY

The electronics industry, especially meaning consumer electronics, emerged in the 20th century and has now become a global industry worth billions of dollars. Contemporary society uses all manner of electronic devices built in automated or semi-automated factories operated by the industry. Products are assembled from integrated circuits, principally by photolithography of printed circuit boards.

The size of the industry and the use of toxic materials, as well as the difficulty of recycling has led to a series of problems with electronic waste. International regulation and environmental legislation has been developed in an attempt to address the issues.

### **2.1.1. HAVELLS**

Havells is a billion-dollar-plus electrical equipment company founded in 1958, with products ranging from industrial & domestic circuit protection switchgear, cables & wires, motors, fans, power capacitors, compact fluorescent lamp (CFL) power, luminaries for domestic, commercial & industrial applications, modular switches covering household, commercial and industrial electrical needs, water heater and domestic appliances.

Havells owns global brands like Crabtree, Sylvania, Concord, Lumiance and has 91 branches / representative offices with over 6,500 professionals in over 50 countries. As of 2013 it has 12 manufacturing plants in India located at Haridwar , Baddi, Noida ,Faridabad , Alwar, Neemrana and 6 manufacturing plants are located across Europe, Latin America & Africa and with more than 20,000 global distribution networks. In 2014, Havells was listed 125th among 1200 of India's most trusted brands according to the Brand Trust Report 2014, a study conducted by Trust Research Advisory.

### **2.1.2. SWOT ANALYSIS**

#### **STRENGTH**

1. Strong global distribution network
2. Great investments in fast-growing emerging countries
3. Very good acquisition history
4. Amongst top three players in most its products with aggressive building
5. Broad range of products and good advertising through TVC
6. Global presence with many diverse product lines in 50 different countries
7. First FMEG Company to offer door step service
8. High investment in R&D has helped it to deliver innovative solutions to its customers

#### **WEAKNESS**

- 1 High Debt ratio
- 2 Globally small market share
- 3 Slowdown of real estate
- 4 Slowdown in global markets will effect more adversely after a series of acquisitions

## **OPPORTUNITY**

1. Globally emerging markets
2. Weak cycles of the sector
- 3 Acquisition of Chinese firms for low cost manufacturing
- 4 Vertical integration into Havells retail outlets
- 5 Leveraging upon motor business in India Unorganized

## **THREATS**

- 1 Unorganized markets
- 2 Delays in execution of power projects
- 3 Highly regulated electrical sector
- 4 Environmental legislations on industrial wastes
- 5 Intense competition in the sector

### RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. The research methodology included various methods and techniques for conducting a research. “Marketing Research is a systematic design, collection, analysis, and reporting of data and finding relevant solution to a specific marketing situation or problem.” Sciences define research as “ the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in practice of an art.”

Research is thus, an original contribution to the existing stock of knowledge marketing for its advancement, the purpose of research is to discover answers to the questions through the application of scientific procedure.

My research project has a specified framework for collecting the data in an effective manner. Such framework is called “**Research Design**”. The research process which was followed by me consisted following steps.

#### **3.1. Defining the problem & Research Objectives**

It is said, “A problem well defined is half solved”. The step is to define the project under study and deciding the research objective. *The definition of problem includes Brand Awareness & Preference Regarding Havells*

#### **3.2. Developing the Research Plan**

The second stage of research calls for developing the efficient plan for gathering the needed information. Designing a research plan calls for decision on the data sources, research approach, research instruments, sampling plan and contacts methods. The research is descriptive in nature and is aimed at analyzing *the brand awareness & preference regarding Havells*.

## **The development of Research plan has the following Steps:**

### **a.) Data Sources**

Two types of data were taken into consideration i.e. Primary data and Secondary data. My major emphasis was on gathering the primary data. The secondary data has been used to make things more clear.

- i. Primary Data:** Direct collection of data from the source of information, including personal interviewing, survey etc.
- ii. Secondary Data:** Indirect collection of data from sources containing past or recent information like, Annual Publications, Books, Newspaper and Magazines etc.

### **3.3. Research Approach**

Surveys are best suited for Descriptive Research. Surveys are undertaken to learn about people's knowledge, beliefs, preferences, satisfactions and so on and to measure these magnitudes in the general public. Therefore I have done this Survey for the Descriptive Research Process.

### **3.4. Research instrument**

A close friend questionnaire was constructed for my survey. A Questionnaire consisting of a set of questions was presented to respondents for their answers.

### **a.) Sampling Plan**

The sampling plan calls for three decisions.

- i. Sampling unit:** Who is to be surveyed?

The target population must be defined that has to be sampled. It is necessary so as to develop a sampling frame so that everyone in the target population has an equal chance of being sampled. The sampling unit of this project was **Delhi**.

**ii. Sample Size:** How many people have to be surveyed?

Generally large sample gives more reliable results than small samples. The sample consisted of 52 respondents. The sample was drawn from people having different educational qualifications, occupations and age group. The selection of the respondents was done on the basis of simple random sampling.

**iii. Contact Methods**

Once the sampling plan has been determined, the question is how the subject should be contacted i.e. by telephone, mail or personal interview. Here in this survey, I have contacted the respondents through personal interviews.

### **3.5. Collecting the information**

The collection of data is a tedious task. For conducting any sort of research data was needed. So for my research, there was plenty of primary data and for increasing the validity of information collected, some books, journals, pamphlets, information about the company were studied and taken into considerations. After this, I have collected the information from the respondents with the help of questionnaire.

**a.) Collection of Primary Data:** Primary Data is the data collected from the original source. In my survey and study, there was optimum availability of primary data because every aspect was witnesses carefully at each point. Questionnaire and personal interviews were the main instruments, which were used for collecting primary data.

**b.) Collection of Secondary Data:** Secondary Data is the one which has already been collected by someone else and some other person is using that information. The source of secondary data was, some related books and



websites related to the company. The competent staff of the company helped me a lot in providing information about the company.

### **3.6. Analyze the Information**

The next step is to extract the pertinent findings from the collected data. I have tabulated the collected data and developed frequency distributions. Thus the whole data was grouped aspect wise and was presented in tabular form. Thus, frequencies and percentages were prepared to render impact of the study.

### **3.7. Presentation of findings:**

This is the last and important step in the research process. The findings are presented in the form of graphs, pie charts, conclusions, suggestions and recommendations after data analysis.

### **3.8. Primary Research**

**Research Methodology:** Quantitative Research

**Research Objective:** To see if the advertising campaigns started by the Havells is received by the audience in the same manner they wanted.

Each responded is exposed to the TV Commercial of the Havells and then they were asked to give answers of the following questions:

#### **Question 1:**

**How well do you remember this advertisement?**

The purpose for asking this question was to see if still people member the particular advertisement or not and if yes then only advertisement or they also remember the company or product as well. The question was a basic screening question as to understand that people saw that particular ad and they still remember it.

**Question 2:****Rate the following appeals used in this advertisement**

This particular question was asked to know the answers of the specific question that is to get understanding of target audience about how the positioning of a particular ad is perceived by the audience. As the management would have used different appeals in different campaigns and the sole purpose was that it is received in the same manner as communicated. So, this question will help us knowing whether audience also feel the same about the appeal used in advertising or not. The appeals were given options either as being "Humorous", "Fearful", "Emotional", "Informative".

**Question 3:****Do you think that the advertisement is relevant to the product shown?**

The purpose behind asking this question was to make an understanding if through advertising we are able to advertise for the product or not or audience only watch the advertisement and didn't even remember about the product. So it was if the advertisement is relevant to the product shown or not. Likert scale was used to get the responses as 1 being "highly irrelevant" and 5 being "highly relevant".

**Question 4:****What do you think was the best part about this advertisement?**

This question was asked to know the differential factors by which Havells is being perceived by the people. These factors are considered to be the key to the success and failure of any advertising campaign. It can either be "Jingle Used" in the advertisement, "Beautifully crafted advertising appeal", "Content used in the advertisement" or their strategy of "Not using any particular brand ambassador" for any of their advertisement. This questions deals with the various factors that make any advertisement successful and what the target audience of Havells think about their advertisement.

### ANALYSIS AND RESULTS

#### 4.1. Data Analysis

Havells came into limelight with the campaign of their Mini Circuit Breakers (MCB). MCBs were commonly used in new houses, apartments and but these products were never advertised before. Havells entered with its clutter breaking, focusing on the humorous aspect of communication for their MCB ad, which immediately caught the consumer's attention. Havells came in with the famous tagline of – Shock Laga campaign.

The next ad was for the CFL bulbs by Havells. This ad was the Rimpoche ad. This ad was a highly interesting ad for such a dull product. Havells then continued its ad campaigns with another ad of a mother son campaign for its cable product range. It conveyed the feature of its heat and fire resistant very smartly and with an emotional touch.

For the fan range of Havells, it came out with another funny campaign of Bijli ads.

Havells made use of the period of Recession to come out with yet another creative ad for the MCB product range. Havells has also been using the IPL platform for its brand promotions. The "Shock Laga Kya" tagline comes on the screen for two seconds whenever a batsman gets out or when a six is hit.

#### **Advertising Campaign Analysis using Primary Research :**

##### 1) Shock Laga

Product Category: “MCB”

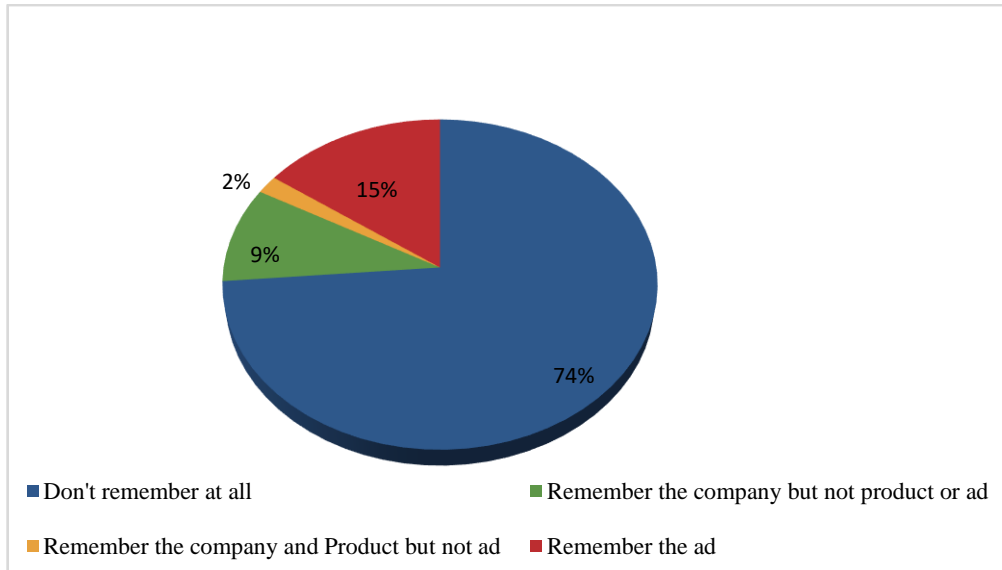
Advertisement Link:

<https://www.youtube.com/watch?v=3SW8bEhetMw>

This advertisement was shown to the sample and they were asked to give true answers in responses to the question asked to them. After doing analysis of secondary research conducted by our team we found out many crucial factors on which company tried to advertise its product “MCB” and depending on it they created this advertisement.

### Analysis:

The advertisement was released in the year **2008**. The first question asked whether the respondent recalled the advertisement. **73.58%(39 respondents)** still recall the advertisement after 7 years, while **15.09%(8 respondents)** doesn't remember the ad at all. The rest still has the brand in their consideration set.



The second question asked the respondents to rate the following appeals in terms of their relevance with the advertisement- Humorous, Emotional, Fearful and Informative. **64.15%(34 respondents)** ranked humorous appeal, while **24 respondents(45.28%)** ranked emotional appeal in their first two rankings. **28 respondents(52.83%)** regard the fear appeal as their most important appeals due to the nature of the advertisement which shows the danger of electric shocks on not using the product. Lastly **24 respondents** think that the advertisement was informative in nature in response to their first two rankings.

The next question asked the relevance of the advertisement with the product. A whopping **83.01 %(44 respondents)** affirm that the advertisement was relevant and no unnecessary information or appeals were used to depict the product.

The last question asked the respondents about what they thought was the best factor about the advertisement and asked them to rate the same. **27 respondents (50.94%)** ranked the jingle, **28 respondents (52.83%)** ranked the appeal in their first two rankings. This shows that the jingle used was catchy which compliments the humorous appeal of the advertisement. **29 respondents (54.71%)** think that the content (the plot) was the best part in making the ad memorable while Awas the best part which probably

indicates that the lack of consideration of any big superstar in endorsing the product; the advertisement for which had various other fulfilling criteria for its success.

2) Rinpoche

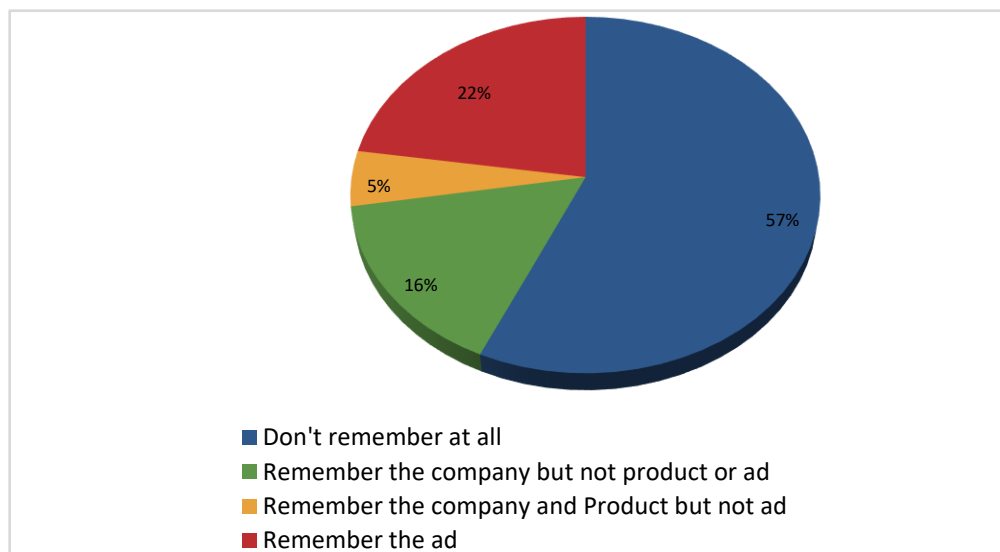
Product Category: "CFL Bulbs"

Advertisement Link:

<https://www.youtube.com/watch?v=dRY7zoWNH78>

**Analysis:**

The advertisement was released in the year **2007**. The first question asked whether the respondent recalled the advertisement. **56.7% (30 respondents)** still recall the advertisement after 8 years, while **22.6% (12 respondents)** doesn't remember the ad at all. The rest still has the brand in their consideration set.



The second question asked the respondents to rate the following appeals in terms of their relevance with the advertisement- Humorous, Emotional, Fearful and Informative. **69.8% (37 respondents)** ranked humorous appeal, while **32 respondents (60.3%)** ranked emotional appeal in their first two rankings. **23 respondents (43.4%)** regard the fear appeal as their most important appeals due to the nature of the advertisement which shows the fear of not respecting the sacred one. Lastly **19 respondents (35.8%)** think that the advertisement was informative in nature in response to their first two rankings.

The next question asked the relevance of the advertisement with the product. A whopping **52.8% (23 respondents)** affirm that the advertisement was relevant.

The last question asked the respondents about what they thought was the best factor about the advertisement and asked them to rate the same. **27 respondents (50.94%)** ranked the jingle, **27 respondents (50.94%)** ranked the appeal in their first two rankings. This shows that the jingle used was catchy which compliments the humorous appeal of the advertisement. **37 respondents (70%)** think that the content (the plot) was the best part in making the ad memorable while **12 respondents (22.6%)** thinks that the absence of a big celebrity endorser was the best part which probably indicates that the lack of consideration of any big superstar in endorsing the product; the advertisement for which had various other fulfilling criteria for its success.

### 3) Wires that don't catch fire

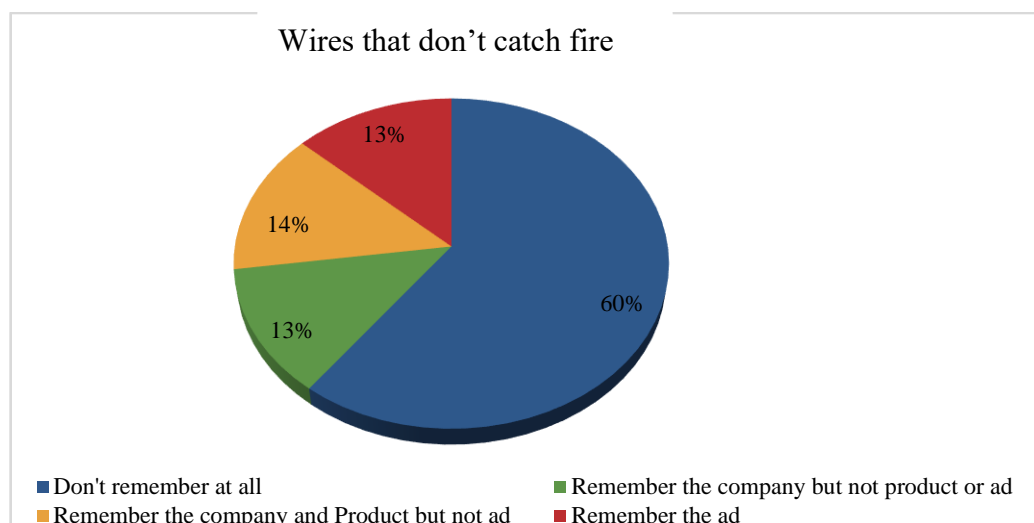
Product Category: "Havells wires"

Advertisement Link:

<https://www.youtube.com/watch?v=O1XJZsOJFqE>

#### Analysis:

The advertisement was released in the year 2011. The first question asked whether the respondent recalled the advertisement. **60.3%(32 respondents)** still recall the advertisement after 4 years, while **13.2%(7 respondents)** doesn't remember the ad at all. The rest still has the brand in their consideration set.



The second question asked the respondents to rate the following appeals in terms of their relevance with the advertisement- Humorous, Emotional, Fearful and Informative. **52.8%(28 respondents)** ranked humorous appeal, while **32 respondents(60.3%)** ranked emotional appeal in their first two rankings. **32 respondents(60.4%)** regard the

fear appeal as their most important appeals due to the nature of the advertisement which shows the fear of wires catching fire. Lastly **21 respondents (39.6%)** think that the advertisement was informative in nature in response to their first two rankings.

The next question asked the relevance of the advertisement with the product. A whopping **79.2%(42 respondents)** affirm that the advertisement was relevant.

The last question asked the respondents about what they thought was the best factor about the advertisement and asked them to rate the same. **23 respondents (43.3%)** ranked the content, **32 respondents (60.3%)** ranked the appeal in their first two rankings. This shows that the jingle used was catchy which compliments the humorous appeal of the advertisement. **35 respondents (66%)** think that the content (the plot) was the best part in making the ad memorable while **17 respondents (32%)** thinks that the absence of a big celebrity endorser was the best part which probably indicates that the lack of consideration of any big superstar in endorsing the product; the advertisement for which had various other fulfilling criteria for its success.

4) Hawa Badlegi

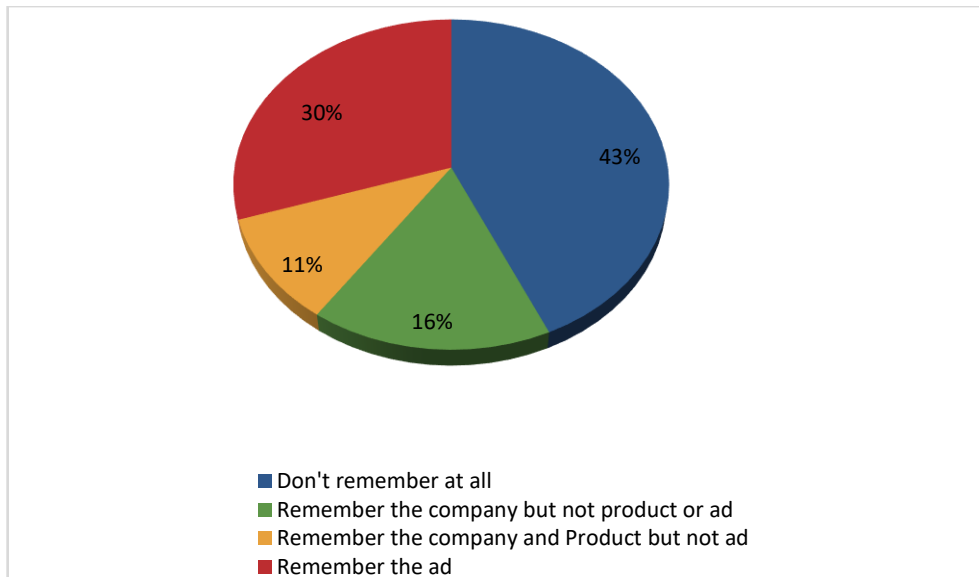
Product Category:”Havells Fans”

Advertisement Link:

<https://www.youtube.com/watch?v=OIMlwUZ-LK0&index=7&list=PLxueQjCJkogfS0j-Sh3hqcYdEsUEh8WQB>

#### **Analysis:**

The advertisement was released in the year **2013**. The first question asked whether the respondent recalled the advertisement. **43.3%(23 respondents)** still recall the advertisement after 2 years, while **30%(16 respondents)** doesn't remember the ad at all. The rest still has the brand in their consideration set.



The second question asked the respondents to rate the following appeals in terms of their relevance with the advertisement- Humorous, Emotional, Fearful and Informative. **47%(25 respondents)** ranked humorous appeal, while **37 respondents(70%)** ranked emotional appeal in their first two rankings. **21 respondents(39.6%)** regard the fear appeal as their most important appeals. Lastly **27 respondents (50.94%)** think that the advertisement was informative in nature in response to their first two rankings.

The next question asked the relevance of the advertisement with the product. A meagre 30 % ( 16 respondents) affirm that the advertisement was relevant.

The last question asked the respondents about what they thought was the best factor about the advertisement and asked them to rate the same. **23 respondents (43.4%) ranked the jingle**, **28 respondents (52.8%) ranked the appeal** in their first two rankings. **37 respondents (70%) think that the content (the plot)** was the best part in making the ad memorable while **19 respondents (35.8%)** thinks that the absence of a big celebrity endorser was the best part which probably indicates that the lack of consideration of any big superstar in endorsing the product; the advertisement for which had various other fulfilling criteria for its success.



## 4.2. Findings

Advertising Campaign	Appeal		Relevancy with Product		Ad Recall		Key Success Factor	
	Secondary Research	Primary Research	Secondary Research	Primary Research	Secondary Research	Primary Research	Secondary Research	Primary Research
Shock Laga	Humorous	Humorous	High	High	High	High	Jingle	Jingle
Rinpoche	Humorous	Humorous	High	Medium	High	Medium	Jingle	Jingle
Wires that don't catch fire	Emotional	Humorous + Emotional	High	High	High	High	Appeal	Content
Hawa Badlegi	Humorous + Emotional	Humorous + Emotional	Medium	Low	High	Medium	Appeal	Appeal

**Table 3 Findings**

### RECOMMENDATIONS

As we speak about building one corporate brand, there is also few disadvantages associated with it. One disadvantage among them is that every Havells ad in this case, should then have to align its product with that common tagline and thread which may constrain the creative thinking for those ads. But it is also important that a brand should always own a unique place in the consumer's mind and heart. Havells as a corporate brand does not have that distinct space for it right now.

The logic the strategy currently followed by Havells is that through the ads, Havells will first gain familiarity and then the brand equity. But the issue here is not about the strategy followed, it is rather about the brand personality. Brands should have some core values and mantra for its brands. These brand values and the mantras should make it unique and distinct among the audience. These mantras has to be carefully created by the brand and communicated to its target consumers. It will be then that the current strategy of individual product ads, which drives a corporate brand will become ineffective.

Havells does not need to stop its product based communication. It can develop one distinct brand mantra and also a corporate tagline and then show the tagline of the brand in the product advertisements. On the other hand, the individual product ads can also retain their individual taglines. Thus, Havells will then be able to create altogether a distinct corporate brand image and a product differentiation, which will definitely be highly beneficial in future.

### CONCLUSION

1. The clutter breaking ads that of Havells have increased the brand liking and familiarity, significantly among the audiences. The brand is giving a tough fight to its well established competitors like Usha,Anchor, Crompton Greaves, Legrand etc.
2. In the branding campaigns of Havells, it has been focusing primarily on product advertising and not on building its corporate brand.
3. The ad campaigns does not have a common thread. All the ads are very different from one another. Although, all these ads comes from and under Havells umbrella, one cannot find a common thread joining them. This has always been a big problem for Havells as one corporate brand. Havells have not established a tagline that would bring the campaigns under one umbrella and build its brand.
4. Audiences primarily associates Havells with its -Shock Laga Laga tagline. It has become the specific tagline for its range of MCB.
5. Havells currently stands to be identified for all its products as individual brands, rather than as an umbrella brand.

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# ANNEXURE

## Questionnaire

### **A Study to understand the advertising strategies adopted by Havells India Limited**

Gathering insights on Havells India limited.

This questionnaire is being circulated to study the advertising aspect of Havells India Limited.

**\*Required**

### **Age**

\*

- Less than 16 years
- 17-23 years
- 24-30 years
- Above 30 years

### **Education**

\*

- 10th
- 12th
- Graduate
- Post Graduate or higher

### **Occupaton**

\*

- Student
- Teacher
- Corporate Employee
- Government Employee

### **Assessing advertisement parameters**

#### **Advertisement 1**

"Shock laga laga laga Shock laga"



### **Brand Recall**

Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. A brand name that is well known to the great majority of households is also called a household name.

How well do you remember this advertisement?

- Still remember the advertisement
- Does not remember at all

### **Positioning**

Positioning is a marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.

Rate the following appeals used in this advertisement

Humorous

least humorous 1 2 3 4 5 very humorous

Fearful

least fearful 1 2 3 4 5 very fearful

Emotional

least emotional 1 2 3 4 5 very emotional

Informative

least Informative 1 2 3 4 5 very Informative

### **Relevance**

Do you think that the advertisement is relevant to the product shown?

highly irrelevant 1 2 3 4 5 highly relevant

Differential Factors

What do you think was the best part about this advertisement?

- Jingle Used
  - Beautifully crafted advertising appeal
- Content used in the advertisement
- Not using any particular brand ambassador
- Assessing advertisement parameters

## Advertisement 2

"Wires that don't catch fires"



## Brand Recall

Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. A brand name that is well known to the great majority of households is also called a household name.

How well do you remember this advertisement?

- Still remember the advertisement
- Does not remember at all

## Positioning

Positioning is a marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.

Rate the following appeals used in this advertisement

Humorous

least humorous 1 2 3 4 5 very humorous

Fearful

least fearful 1 2 3 4 5 very fearful

Emotional

least emotional 1 2 3 4 5 very emotional

Informative

least Informative 1 2 3 4 5 very Informative

### **Relevance**

Do you think that the advertisement is relevant to the product shown?

highly irrelevant 1 2 3 4 5 highly relevant

### **Differential Factors**

What do you think was the best part about this advertisement?

- Jingle Used
- Beautifully crafted advertising appeal
- Content used in the advertisement
- Not using any particular brand ambassador

### **Assessing advertisement parameters**

#### **Advertisement 3**

"Hawa Badlegi"



### **Brand Recall**

Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. A brand name that is well known to the great majority of households is also called a household name.

How well do you remember this advertisement?

- Still remember the advertisement
- Does not remember at all



## Positioning

Positioning is a marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.

Rate the following appeals used in this advertisement

Humorous

least humorous 1 2 3 4 5 very humorous

Fearful

least fearful 1 2 3 4 5 very fearful

Emotional

least emotional 1 2 3 4 5 very emotional

Informative

least Informative 1 2 3 4 5 very Informative

## Relevance

Do you think that the advertisement is relevant to the product shown?

highly irrelevant 1 2 3 4 5 highly relevant

## Differential Factors

What do you think was the best part about this advertisement?

- Jingle Used
- Beautifully crafted advertising appeal
- Content used in the advertisement
- Not using any particular brand ambassador

## Assessing advertisement parameters

### Advertisement 4

"Bijli Baba - Bijli bachao baba!"



### **Brand Recall**

Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. A brand name that is well known to the great majority of households is also called a household name.

How well do you remember this advertisement?

- Still remember the advertisement
- Does not remember at all

### **Positioning**

Positioning is a marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.

Rate the following appeals used in this advertisement

Humorous

least humorous 1 2 3 4 5 very humorous

Fearful

least fearful 1 2 3 4 5 very fearful

Emotional

least emotional 1 2 3 4 5 very emotional

Informative

least Informative 1 2 3 4 5 very Informative

### **Relevance**

Do you think that the advertisement is relevant to the product shown?

highly irrelevant 1 2 3 4 5 highly relevant

### **Differential Factors**

What do you think was the best part about this advertisement?

- Jingle Used

- Beautifully crafted advertising appeal
- Content used in the advertisement
- Not using any particular brand ambassador