

**23<sup>rd</sup> September, 2025**

The National Stock Exchange of India Ltd.  
Exchange Plaza, 5th Floor  
Plot No. C/1, G Block  
Bandra Kurla Complex  
Bandra (E)  
**Mumbai- 400 051**

**NSE Symbol : HAVELLS**

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
**Mumbai- 400 001**

**Scrip Code : 517354**

**Sub: Intimation by the Company viz. Havells India Limited – Press Release**

Dear Sir,

Please find enclosed herewith a copy of the press release being issued by the Company viz. Havells India Limited, titled “**Lloyd Kolors Refrigerator Goes Live on Flipkart, Offering Smart, Stylish Cooling to More Indian Homes**”.

This is for your information and records.

Thanking you.

Yours faithfully,  
for **Havells India Limited**

**(Sanjay Kumar Gupta)**  
**Company Secretary**

**Encl: as above**

**HAVELLS INDIA LTD.**

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Registered Office: 904, 9th Floor, Surya Kiran Building, K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)  
For CARE 360, Call us : for Havells : 08045771313, for Lloyd : 08045775666. CIN: L31900DL1983PLC016304

## Lloyd Kolors Refrigerator Goes Live on Flipkart, Offering Smart, Stylish Cooling to More Indian Homes

**23<sup>rd</sup> September 2025** Lloyd, a leading consumer durables brand from Havells India, today announced that the Lloyd Kolors Refrigerator is now available for purchase on Flipkart, India's homegrown e-commerce marketplace and other channels of distribution. Through this collaboration, Lloyd is expanding its digital reach and making it more convenient for customers across India to purchase a refrigerator that offers the best of both worlds: *smart features and standout design*.

With this move, people across tiers will be able to easily browse, compare, and order the Lloyd Kolors Refrigerator. The refrigerator will be available on Flipkart and other channels of distribution at price starting **INR 18990**.

Speaking on the partnership, **Rajesh Rathi, Executive Vice President, Havells India** said, *"We are seeing a clear evolution in what drives consumer consideration, especially in home appliances. It is no longer just about functionality; people want products that reflect their personal style and complement modern living. The Lloyd Kolors Refrigerator perfectly embodies this shift. It is packed with practical features that simplify daily life, while its vibrant colors bring a fresh, contemporary look to any kitchen. By launching it on Flipkart and other channels of distribution, we are making this stylish, high-performance refrigerator easily accessible to more families, and tapping into the growing base of online shoppers looking for the latest, most aesthetically appealing options. Ultimately, it is about offering consumers the perfect blend of style, reliability, and convenience."*

**Rakesh Krishnan, Vice President – Large Appliances, Flipkart** said, *"We are delighted to bring the Lloyd Kolors Refrigerator to millions of Flipkart customers across the country. As Indian shoppers increasingly look for appliances that combine advanced functionality with modern design, this launch aligns perfectly with our commitment to offering high-quality, innovative products that elevate everyday living. Through partnerships with brands like Lloyd delivering trusted performance and vibrant design philosophy, along with Flipkart's seamless delivery and customer service network, we're enabling more families across the country to upgrade their homes with smart, stylish cooling solutions."*

The Lloyd Kolors Refrigerator is engineered to meet the needs of modern households, offering a host of innovations for convenience, freshness, and safety. Its **Auto Defrost function** uses advanced sensors—light, motion, and temperature—to automatically determine when defrosting is needed, eliminating manual upkeep. The Inverter Compressor ensures stable temperatures for longer-lasting freshness and reduced energy use. The **Rapid Freeze Technology**, powered by a hybrid evaporator, robust compressor, and extra-thick insulation, delivers superfast cooling and can make ice in just 29 minutes. Additionally, the **Home Inverter Connect** automatically switches to the home inverter during power outages, so all food stays cool and safe without interruption.

For added health and flexibility, the Lloyd Kolors Refrigerator features **Bactshield technology** to prevent up to 99% of bacterial growth, keeping food fresher for longer. The Viruzsafe-coated handle kills 100+ microbes and 99% of viruses, making it much safer than regular handles. The Honeycomb Crisper locks in moisture to keep fruits and vegetables fresh and crisp, while the Fleximax Design offers adjustable glass shelves for efficient storage of items of all shapes and sizes.

The refrigerator is available in stylish pastel shades, **Sunkissed Yellow and Minty Green**, and sports designer handles which makes it a real conversation piece in any kitchen. Available in **195L, 216L, and 240L** capacities, there is a size to fit every home.

With the Lloyd Kolors Refrigerator now on Flipkart and other channels of distribution, Havells is making it easier than ever for Indian families to upgrade to a refrigerator that's as practical as it is stylish.

You can get your hands on the Lloyd Kolor Series, here: <https://bit.ly/4pzfoTU>

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### **ABOUT HAVELLS**

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, with a presence across 60 countries. Its product range includes Industrial & Domestic electrical goods and consumer durables. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and Reo.

### **ABOUT LLOYD**

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like, Air Conditioners, Washing machines, Refrigerators and LED TVs. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers and 485 authorized service centres.

**For more information please contact:**

#### **Havells India Ltd Contact**

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