

4<sup>th</sup> September, 2024

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 “**Havells Studio Unveils Meditate Air Purifier Range with Revolutionary SpaceTech Technology**”.

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.**

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA). Tel: +91-120-3331000, Fax: +91-120-3332000, E-mail: marketing@havells.com, www.havells.com  
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

## Havells Studio Unveils Meditate Air Purifier Range with Revolutionary SpaceTech Technology

- *Powered by the international space station inspired Advanced SpaceTech Technology*
- *Equipped with smart features, seamlessly integrating into Any living space*

**National, September 4, 2024:** Havells, a leading Fast Moving Electrical Goods (FMEG) company, proudly announces the launch of its latest innovation—the Studio Meditate AP400 and AP250 air purifiers. Building on the success of the previously launched Studio Meditate Air Purifier, which was praised for its SpaceTech technology, these new models introduce advanced features and enhanced performance, making them the ultimate solution for air purification.

With innovation and cutting-edge technology at its core, the Havells Studio Meditate Air Purifiers offers a host of advanced features designed to ensure optimal air quality and enhance the living experience. Below is an exploration of the key elements that make this air purifier a revolutionary addition to any home.

### ➤ **Revolutionary SpaceTech Air Purification Technology**

At the core of the Havells Studio Meditate is the revolutionary SpaceTech Air Purification technology. Inspired by the technology used on the International Space Station, this system purifies air at a molecular level through photo-catalytic oxidation. In this process, air is passed through channels coated with titanium dioxide and exposed to UV-AC and UV-A light, effectively eliminating microscopic impurities such as dust, bacteria, and fungal spores.

### ➤ **Mindfulness Beyond PM<sub>2.5</sub>**

The Havells Studio Meditate addresses a broader spectrum of indoor air pollution beyond just filtering particulate matter like PM<sub>2.5</sub>. It tackles volatile organic compounds (VOCs), dust, dirt, and aerosol particles released by everyday household activities such as cooking, cleaning, and even from furniture and carpets.

### ➤ **Pure Air All-Year-Round**

Understanding that air pollution is a year-round concern, the Havells Studio Meditate ensures deeply cleansed indoor air every day. It effectively combats pollution from various sources, including paint odors, formaldehyde emissions, pet hair and dander, and kitchen fumes, making it an indispensable appliance for maintaining a healthy home environment.

### ➤ **Innovative Features and Smart Interaction**

The Havells Studio Meditate is equipped with Air Quality Indicator (AQI). The AQI Indicator automatically monitors the air quality in the vicinity and adjusts the purifier's fan speed to maintain optimal air quality. It operates in three modes:

- **Active Mode:** Functions as a remote and air quality indicator, displaying AQI and controlling the purifier.
- **Sleep Mode:** Displays AQI using an LED indicator with the display off to conserve battery.
- **Explore Mode:** It allows users to check the AQI in different areas of their home and displays air quality without controlling the purifier.

Adding to this, **Mr. Deepak Bansal, SBU Head – Electric Consumer Durables, Havells India**, remarked, *"The Havells Studio Meditate Air Purifier represents the next generation of air purification technology at Havells. This technology is designed to go beyond just capturing visible particles; it actively targets and neutralizes microscopic impurities, such as bacteria, viruses, and volatile organic compounds, that are often overlooked. Our goal was to create a purifier that not only meets but exceeds the expectations of today's consumers. The Havells Studio Meditate is engineered to perform consistently in diverse environments, making it an essential addition to any home, especially in an era where indoor air quality is increasingly important for health and well-being."*

Speaking at the launch, **Mr. Parag Bhatnagar, President Sales, Havells India**, said *"At Havells, innovation is at the core of everything we do. We consistently strive to develop products that not only meet the evolving needs of our customers but also enhance their overall quality of life. The Havells Studio Meditate Air Purifier is a testament to this commitment. By integrating advanced SpaceTech Air Purification technology, we are taking a significant step forward in our mission to provide Indian households with reliable solutions that improve everyday living. This product embodies our brand's dedication to delivering quality and innovation while addressing the growing concern for healthier indoor environments."*

Additionally, the Havells Studio Meditate is the first IoT-enabled air purifier in its category, featuring wireless charging capability, allowing users to recharge their phones while purifying the air. Its 360-degree air suction, filtration, and circulation system, combined with a CADR of 400m<sup>2</sup>/h in AP400 & CADR of 250 m<sup>2</sup>/h in AP250 ensures superior air purification performance.

#### Smart Features for Modern Living

- **Predictive Analytics:** Tracks usage history and pollutant levels, automatically adjusting speed to maintain optimal air quality.
- **Scheduling:** Automated on/off functionality for everyday convenience.
- **Filter Life Indication:** Alerts when it's time to replace the filter.

The Havells Studio Meditate Air Purifier is retailing at INR 41,999 and AP250 at INR 21,999. Both models come with a 2-year warranty, ensuring peace of mind alongside cleaner air.

#### 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, Home Art Light, Crabtree, Standard, Reo and Lloyd.

**For more information please contact:**

#### Havells India Ltd Contact

**Amit Sharma**

E-mail: [amit1.sharma@havells.com](mailto:amit1.sharma@havells.com)

Phone: 9911236700

**Ayushi Chaturvedi**

E-mail: [ayushi.chaturvedi@archetype.co](mailto:ayushi.chaturvedi@archetype.co)

Phone: 78400 07607

HAVELLS INDIA LTD.  
Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA)  
Tel: +91-120-3331000, Fax: +91-120-3332000  
E-mail: [marketing@havells.com](mailto:marketing@havells.com), [www.havells.com](http://www.havells.com)  
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  
GSTIN: 09AAACH0351E222