



‘Standard’ partners with the team ‘Kerala Blasters’

Co-sponsors team for the 2018-19 Indian Super League

Press release

Kochi, October 4, 2018: *‘Standard’*, a well-known brand of Havells India Limited today announced a strategic partnership with the team **‘Kerala Blasters’**. Standard will co-sponsor the young and energetic football team thus marking its first ever association with the Indian Super League.

The brand *‘Standard’* stands for the *‘Young Energy of India’* that resonates well with dynamic *‘Kerala Blasters’* who has been breaking records for attracting the highest attendance every season. The team owned by Mr Nimmagadda Prasad, superstar cine actors *Chiranjeevi & Allu Arvind* and their vision for inducting young talent in the biggest arena of Indian football complements *‘Standard’*, a well-accepted brand with the young generation of the country.

Speaking on the occasion, Mr. Abhra Banerjee, VP & Head- Standard said, “We are delighted to associate with Kerala Blasters as they are a rare blend of youthful energy, exuberance, talent and popularity that complements the brand ethos of *‘young energy of India’* and are reflected in our products and campaigns. I am hopeful of a long term and fruitful relationship with the team and the ISL in the future.”

“Kerala has been very close to our hearts, both as a brand and as a company. This association with Kerala Blasters is a step forward in that direction”, he commented.

On the occasion, Mr Varun Tripuraneni, CEO of Kerala Blasters said, “I welcome Standard on board to support the team and look forward to a rewarding association. Standard is a trusted brand with mass appeal and a deep connect with the youth. It resonates well with Indian Super League that is bound to change the development trajectory of Indian football. With this association, we want to unlock the aspirational energy of our youth”.

Standard has a strong presence in Kerala and rest of the country with over 42 branch offices and aims to reach Rs.1000 crore revenue in next 2 to 3 years. The company has a well-entrenched marketing and distribution network in the country.

HAVELLS INDIA LTD.

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Registered Office: 904, 9th Floor, Surya Kiran Building, K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)

Consumer Care No.: 1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304



ABOUT STANDARD

Standard is a leading FMEG brand of Havells India Limited with a wide array of products to appeal to the upwardly mobile young population & the 1st time home-buyer of the country. India has the highest population of youth in the world and Standard is a brand which complements their lifestyle by providing them with robust Electrical Products which allows them to experiment & explore. Standard has a range of Premium Designer Fans, Technologically Advanced Water Heaters & Colourful Electrical Wiring Accessories which captures the imagination of the youth. Apart from the above consumer products, Standard is also well known for its' range of Domestic & Industrial Switchgears and Flexible Cables. For the last couple of years Standard has been one of the fastest growing brands in the Indian Electrical Industry. The Bollywood Youth Icon Ms Alia Bhatt is the brand ambassador for Standard.

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