



Design Research Report

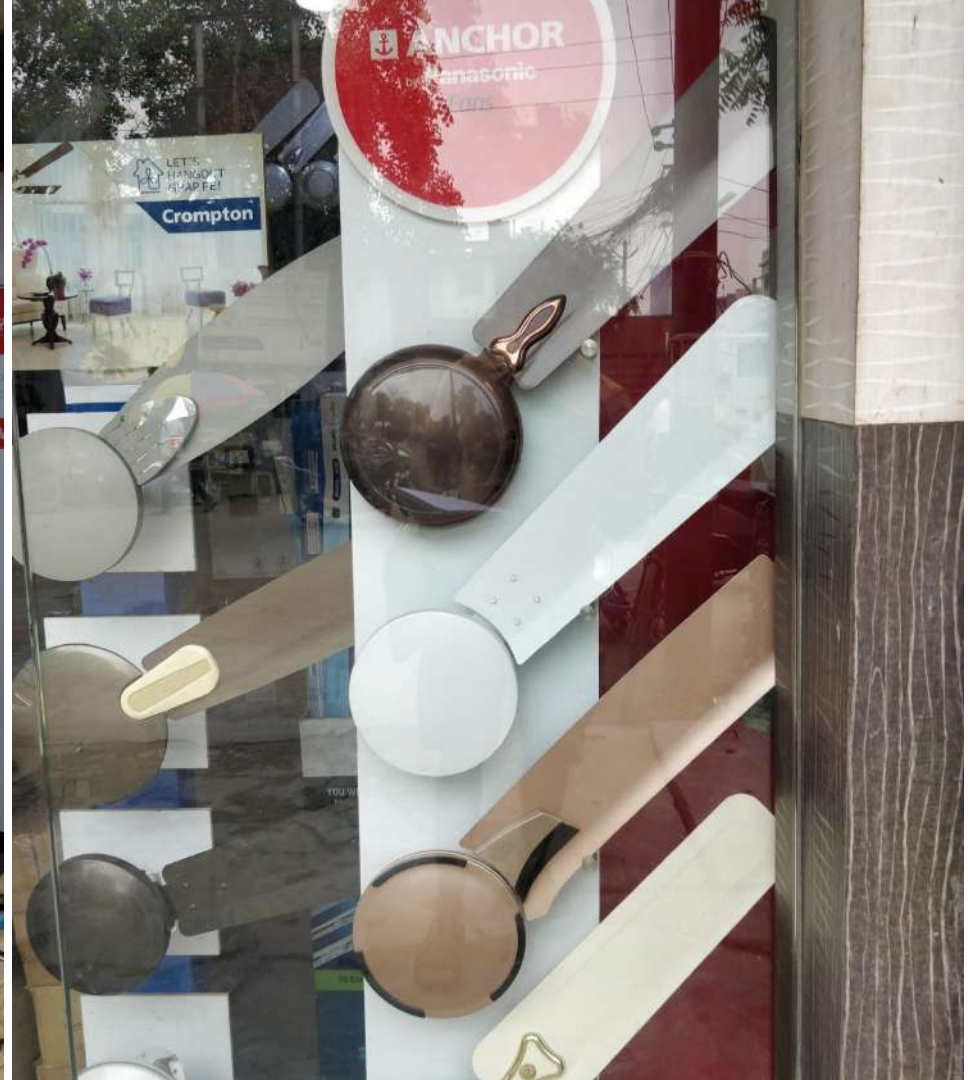
Presented By:





Noida Sector 9

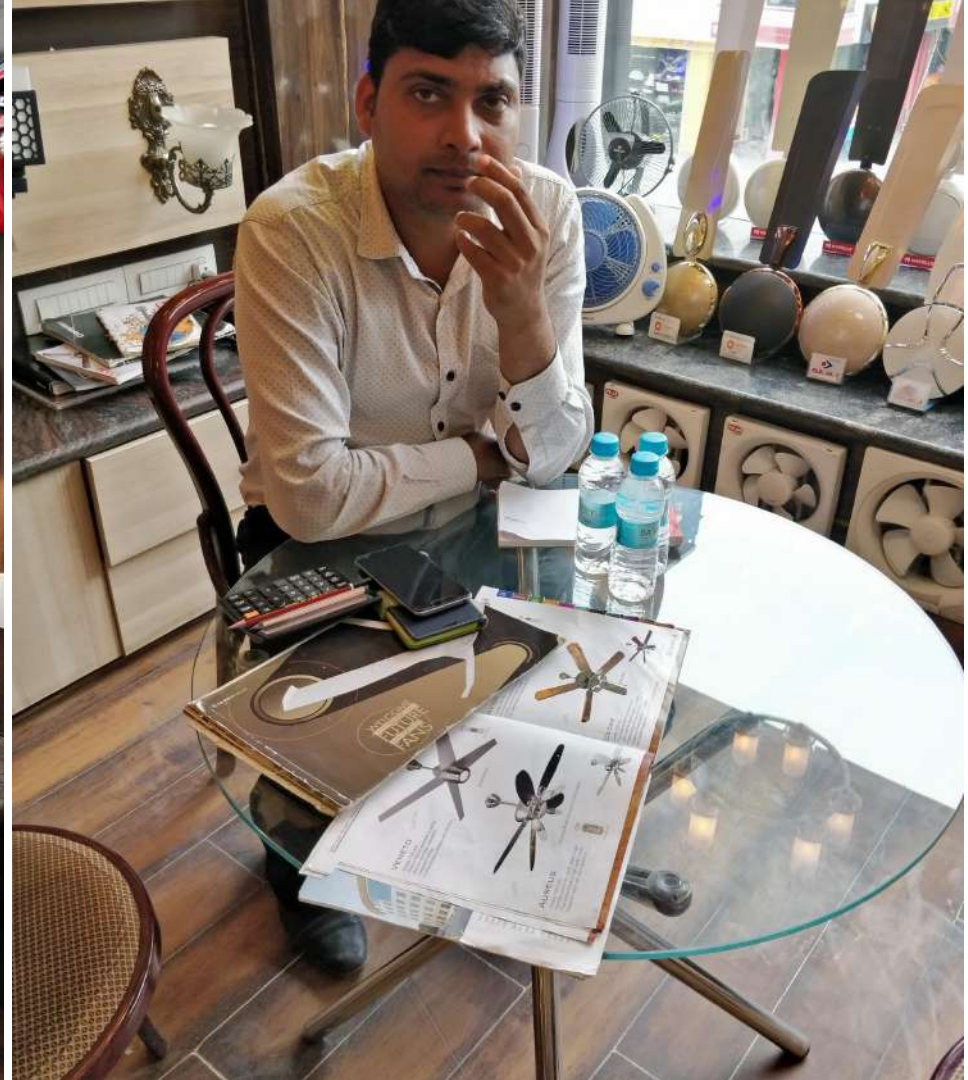








Noida Sector 18





USHA

STRIKER platinum™
Sweep 10 cm (600 mm)

Deep Metallic Brown

GOODBYE DUST.
Novel Siame Paint Technology from PPG Asian Paints.



Inspired by the lotus, known for its dirt and water repelling qualities. Fans for a cleaner home and a healthier life.

HAVELLS

1200 mm
BEIGE



Enticer Art
Aafreen



HAVELLS

1200mm
SILVER



Enticer Hues
SILVER

DUST
RESISTANT

HAVELLS

Enticer
Art
Heritage Edition

1200 mm
HERITAGE
COPPER



- Unique Innovative Design patterns
- Designed to go with modern interiors
- Fresh and novel graphics
- Superior finish touch

HAVELLS

Enticer
Art
Limited Edition

1200 mm
METALLIC CHROME



HAVELLS

Splash

1200 mm
SPLASH





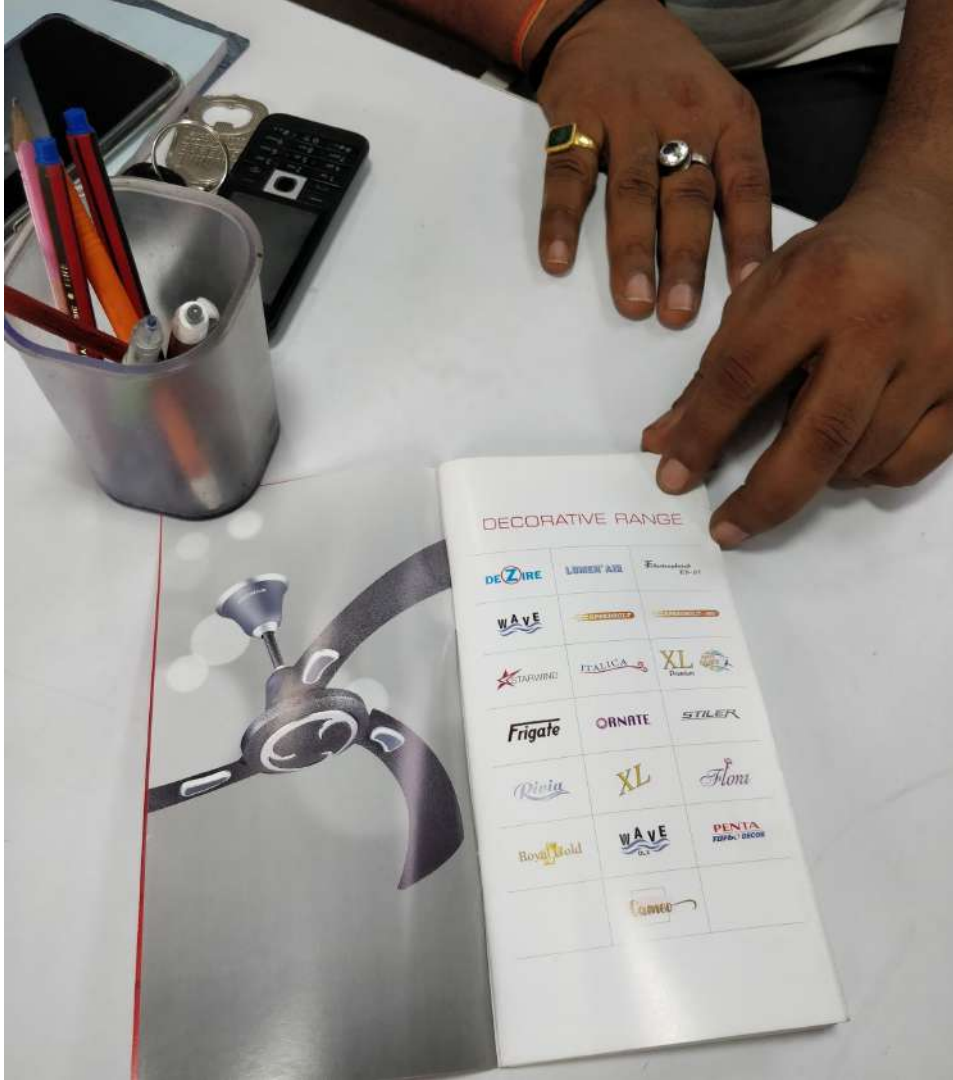
Model: ORIENT MOTOR
Size: 8" / 200MM
Volt/Hz: 220V-240V-50 Hz
Quantity: 1 Unit







Ghaziabad: Vaishali, Vasundhara,
Abhay Khand





Tel. : 0120-2883200, 4134200

GSTIN:- 09AAIHA5305G1ZK



S.M. MART

(A Multi Purpose Showroom)

SALES & SERVICES

- LUMINOUS
- RAVELLS
- IFB
- Crompton Greaves
- AC Smith.

- LI
- SY
- EURE
- OC
- V

Save Water

AC Smith. Innovation has a name.

TELEPHONE CARVAAN

TATA Sky

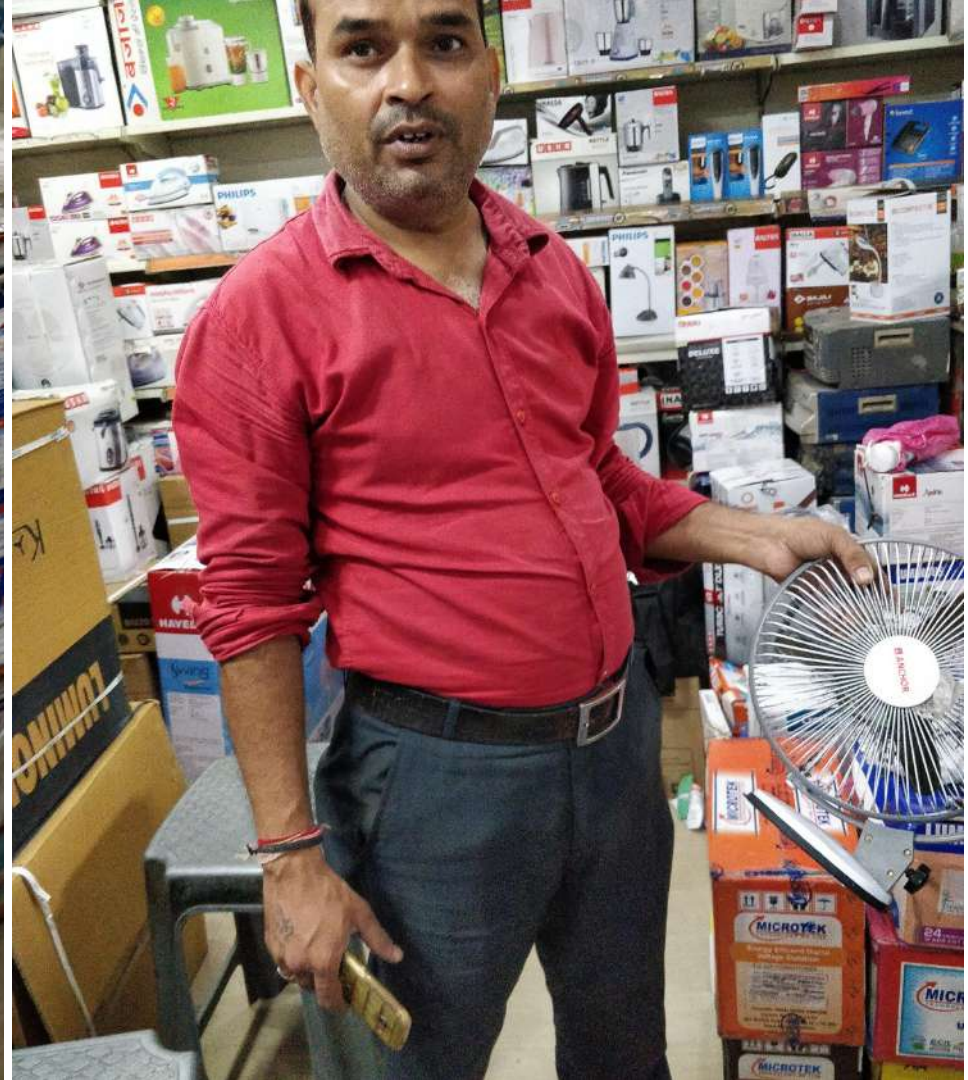
GO BEYOND PURE LIVE BEYOND STANDARDS CUCKOO

AC Smith Water Heaters

KILL BILL

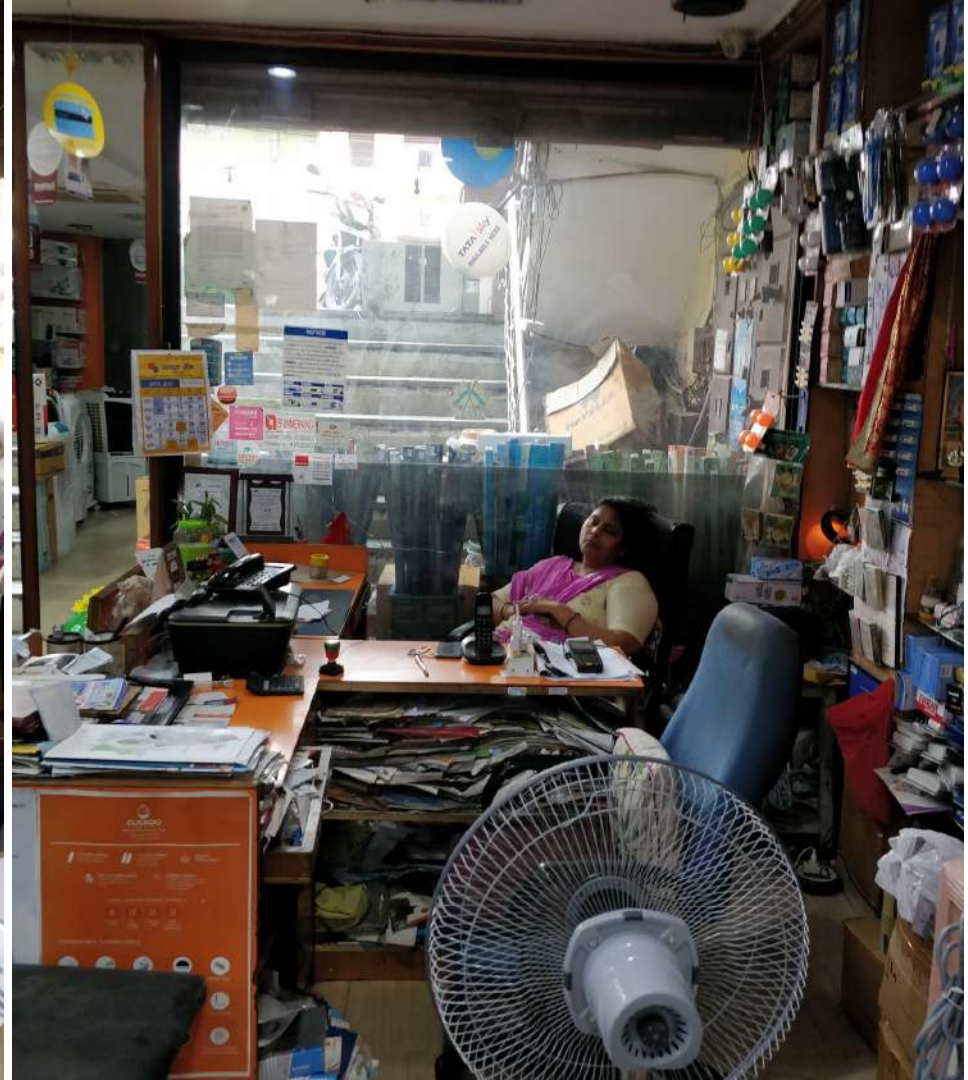
HOLI

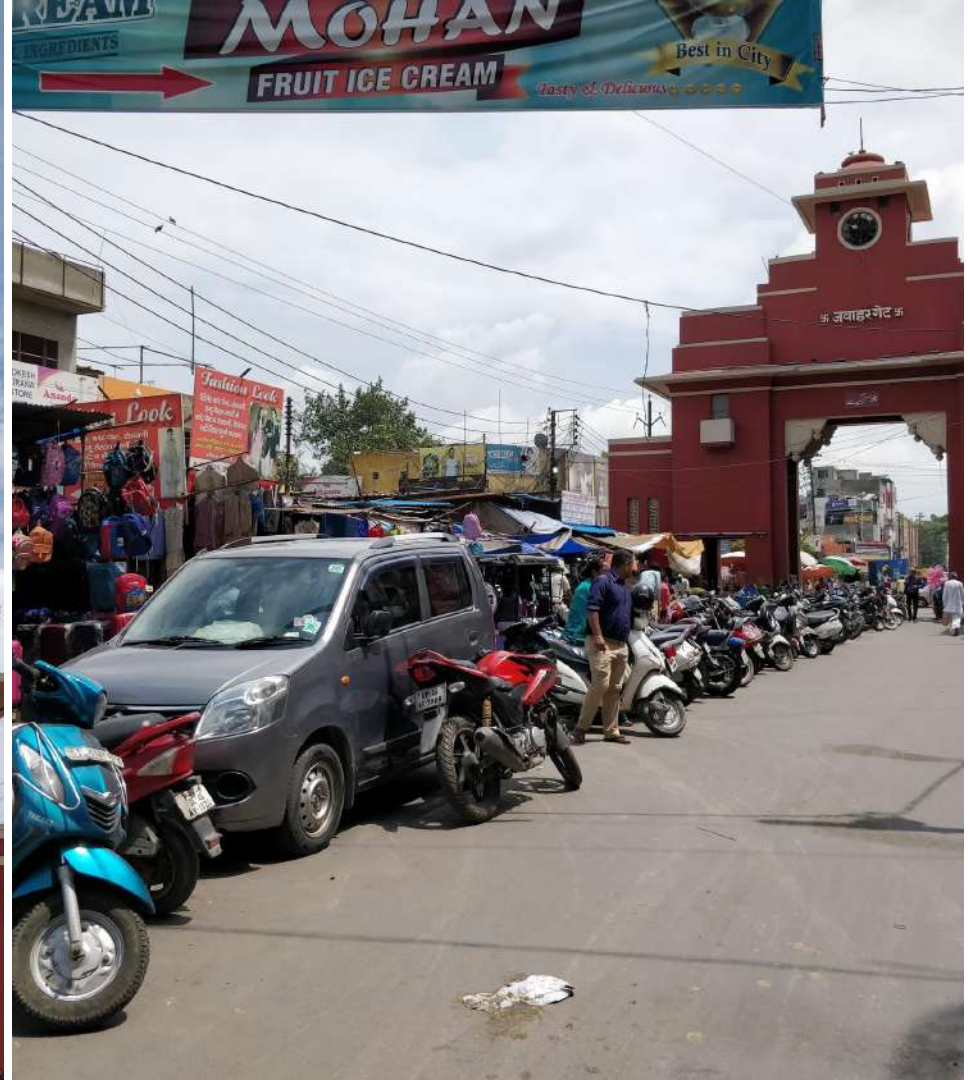
100-80



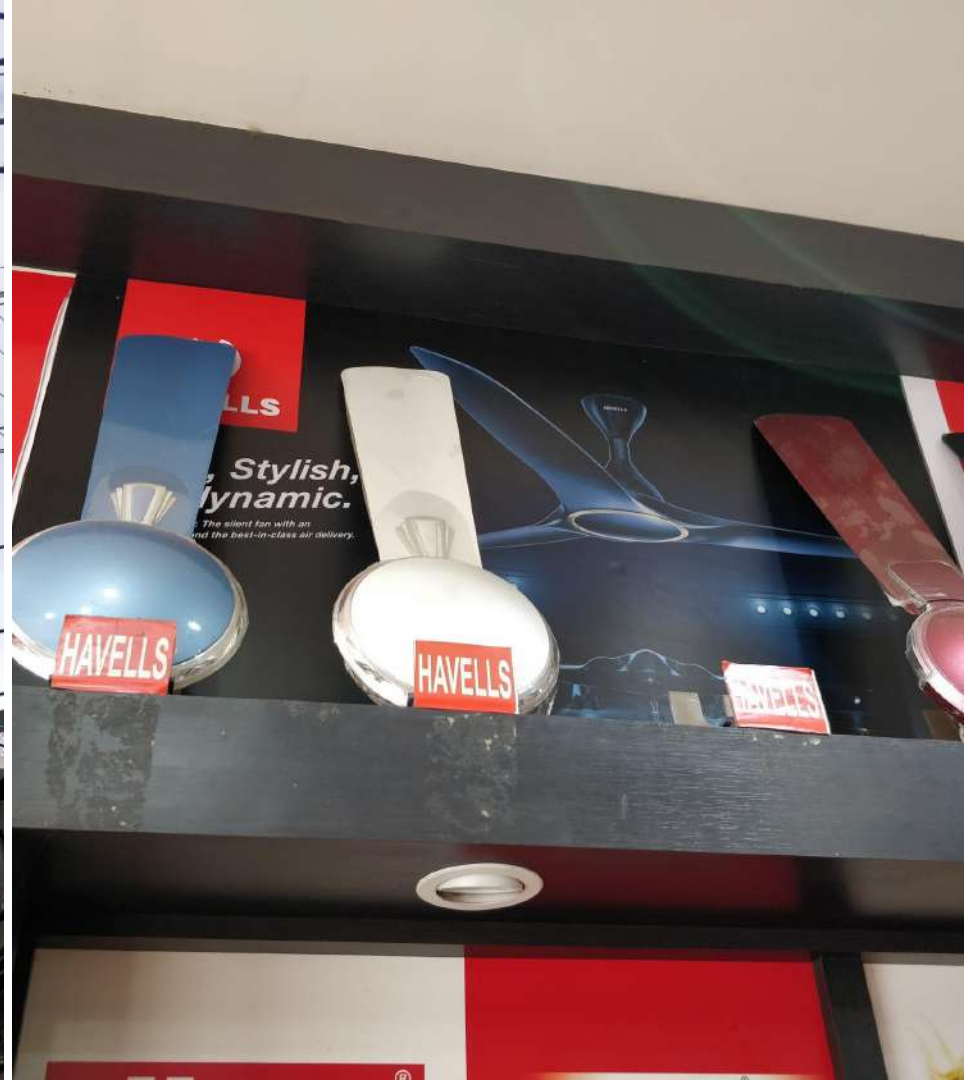
















NEW

DISNEY NEW CHARACTERS

Sweep: 1200mm
Speed: 340RPM
Air Delivery: 230CMM
Power: 72W



INDUCTION MOTOR
TRANSPARENT TECHNOLOGY



STATIONARY
BOTTOM COVER



SILENT
OPERATION



HIGH AIR
DELIVERY



1.4 POLE
MOTOR

MARVEL



Wipe the Pooh

Disney

DISNEY FANS

Sweep: 1200mm
Speed: 330RPM
Air Delivery: 230CMM
Power: 65W



INDUCTION MOTOR
TRANSPARENT TECHNOLOGY



STATIONARY
BOTTOM COVER



SILENT
OPERATION



HIGH AIR
&
DELIVERY



1.4 POLE
MOTOR



STATIONARY
BOTTOM COVER

Disney



Mickey Mouse & Friends

Disney

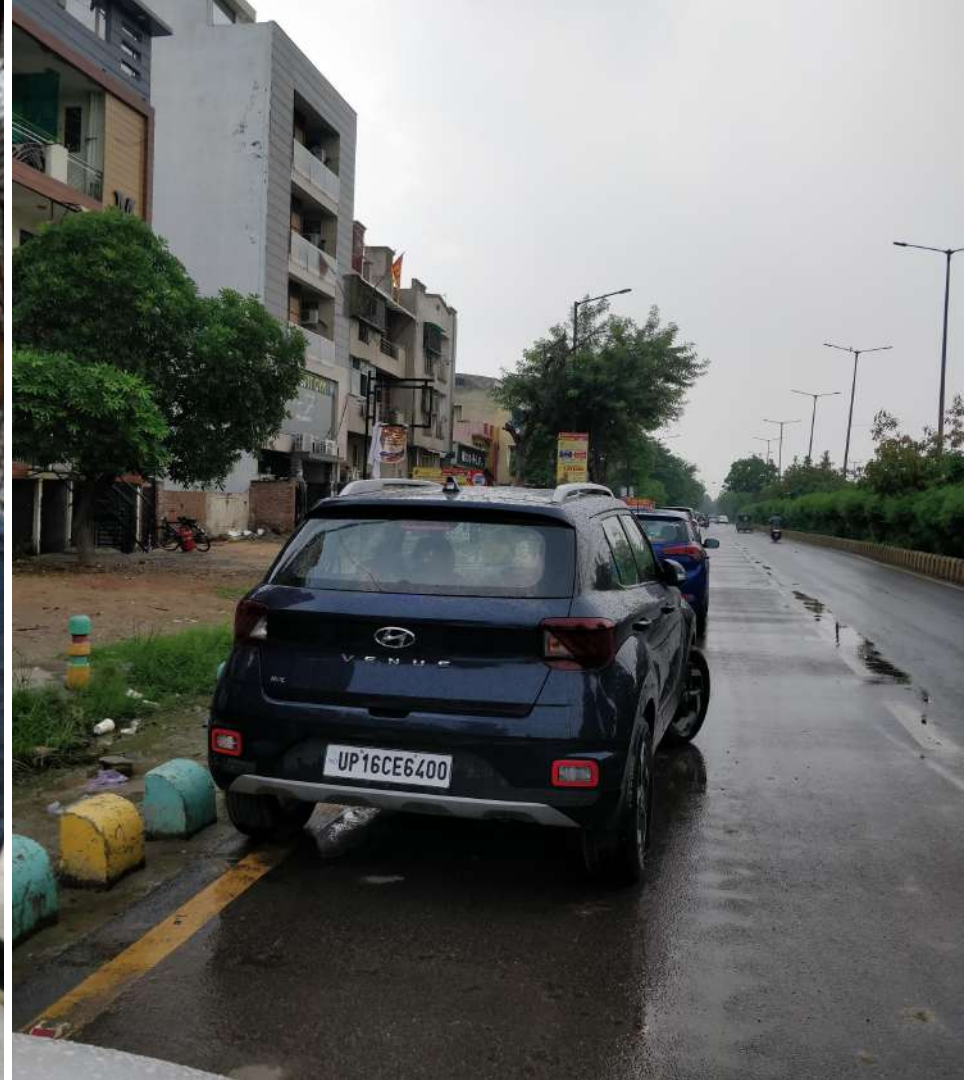


Minnie Mouse



Distributer: Ghaziabad







Gurgaon: Sikandarpur and Sadar Bazaar (Old Gurgaon)







FAN





Blue-Silver

Walnut-Gold

White-Silver

onic, has always strived to give best products to our valued customers. Advanced design and technology of this fan is the result of years of hard research by our R&D team. With a powerful and highly efficient AC fan, it has maximum speed of 390 rpm, and its 3 blades 1200 mm in length. It can give up an delivery of 260 m³/min (best in industry) to blow out the heat as soon as you switch it on.

ES

- Superior Air Delivery
- High Speed
- Advanced Design
- Warranty Included

| Technical Specification | |
|------------------------------------|---------|
| Blade diameter (mm) | 1200 |
| Number of blades | 3-Blade |
| Power Consumption(W) | 70 |
| Air Delivery (m ³ /Min) | 260 |
| Number of rotations | 390 |

Electroplated

EP-01

HI SPEED

FEATURES

- Wide trendy round motor design
- High quality pre-greased double ball bearing for high speed and noise less operation durable and long lasting electro plated coating finish
- No ageing and deterioration on the edges of blade
- Optimum performance at fluctuating voltage
- Balanced body for wobble free performance

SPECIFICATIONS

| Sweep (mm) | Speed (RPM) | Power (W) | Air Delivery (m ³ /min) |
|------------|-------------|-----------|------------------------------------|
| 800 | 800 | 70 | 115 |
| 900 | 360 | 60 | 130 |
| 1200* | 360 | 75 | 210 |

AVAILABLE COLORS



Airflow Copper



ISENZ F-56PZM



Titanium Silver



Fan Size: 4150mm



Metallic Silver



Fan Size: 4150mm

Technical Specification

| SERIES | I-SENZ FAN | |
|--------|------------|---------|
| MODEL | 50Hz | F-60PZM |
| Power | Low | W 26 |

FEATURES

- Temperature Senso
- Yuragi Function
- LED Decoration Light
- Enhanced Safety Features

Technical Specification

| SERIES | I-SENZ FAN | |
|--------|------------|---------|
| MODEL | 50Hz | F-60PZM |
| Power | Low | W 26 |

Technical Specification

| SERIES | I-SENZ FAN | |
|-------------|------------|---------|
| MODEL | 50Hz | F-60PZM |
| Power | Low | W 26 |
| Consumption | High | W 26 |



Bindra Electric Company, Ph.: 0124-4064059

Bindra Electric Company, Ph.: 0124-4064059

USHA®

USHA®

Bindra Electrical

BINDRA ELECTRIC CO.

For Everything Electricals

NT
PRO
WALL
HERE

CUCKOO
200 STARBUCK

THE GREATEST BUYBACK
UPGRADE TO THE FUTURE
UPGRADE TO A. Q. SMITH.

USHA

WELCOME TO
BINDRA
ELECTRIC CO.

AC Smith World's No.1
MADE IN INDIA

2100
CEILING FAN

otomate

uninor

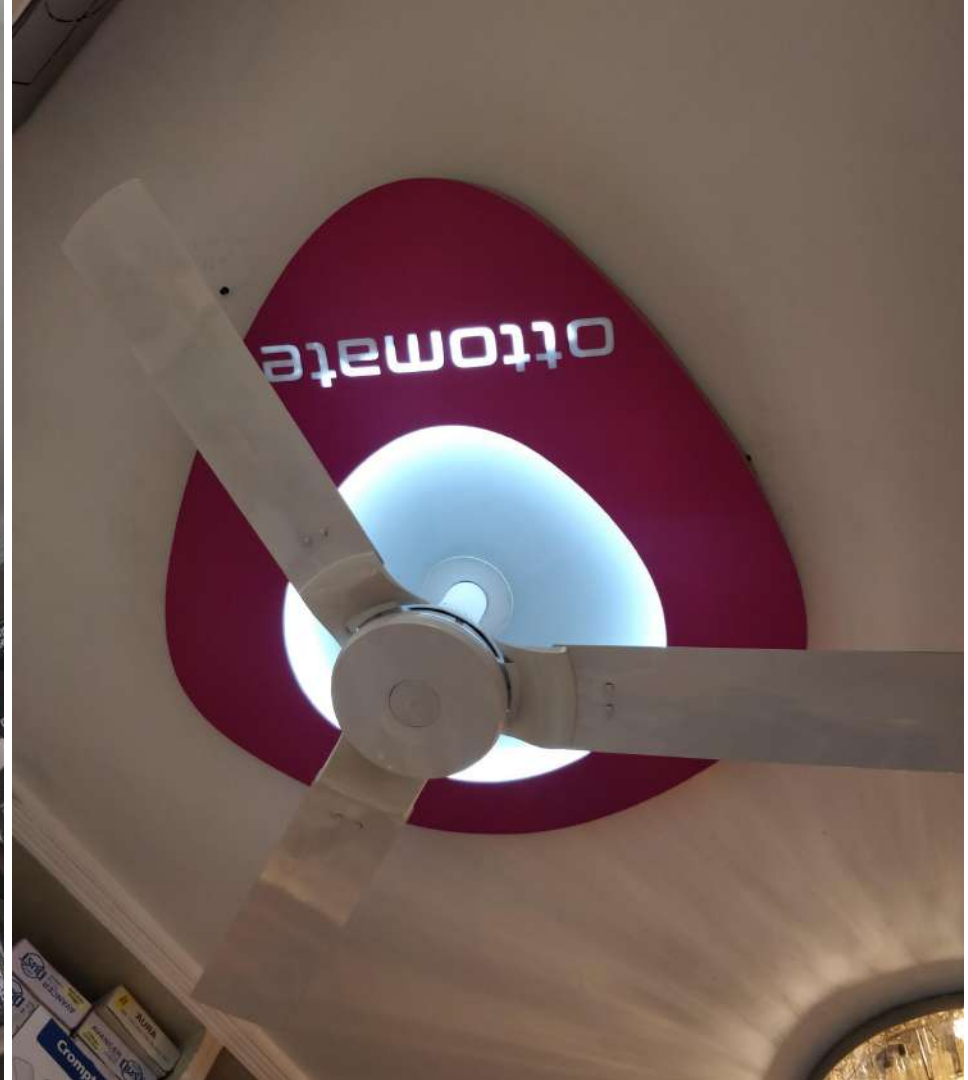
MADE IN INDIA

MAVELLA











APL Dealer: Delhi Based manufacturer

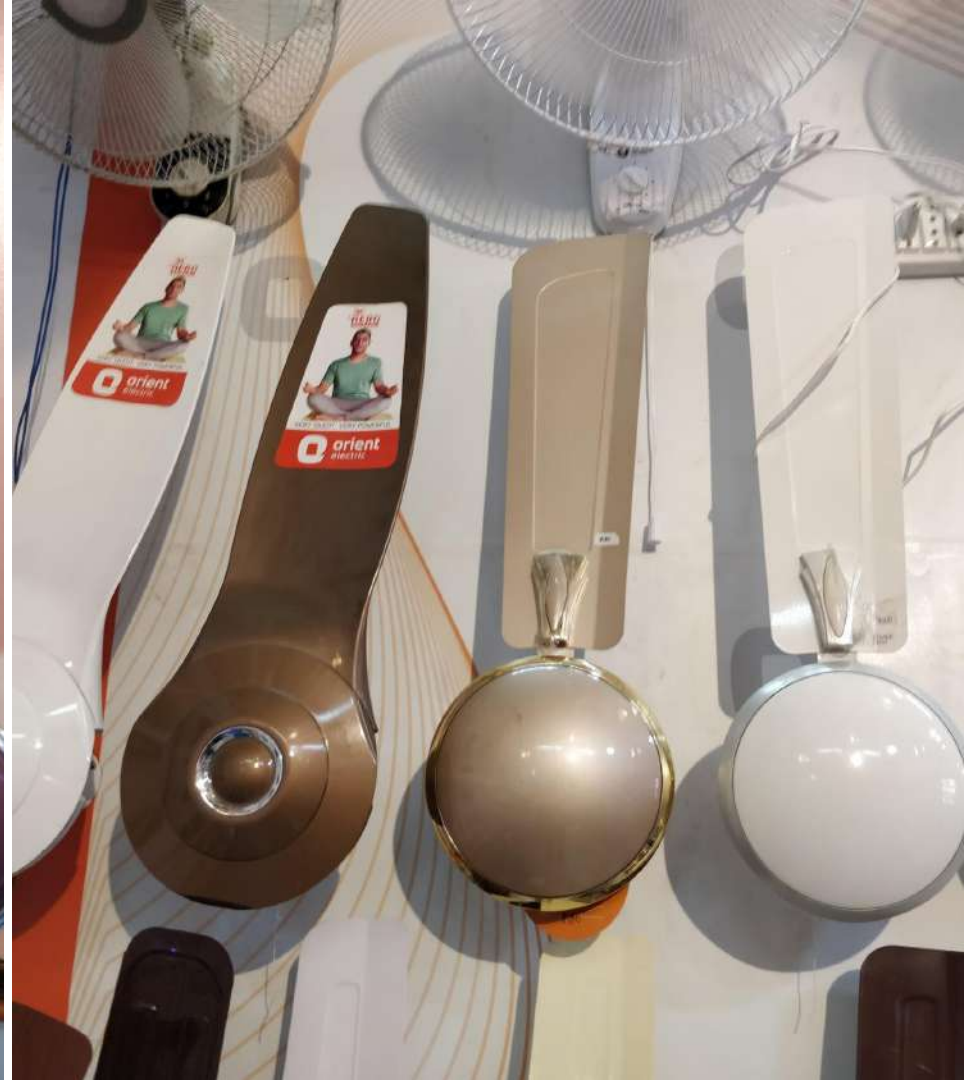


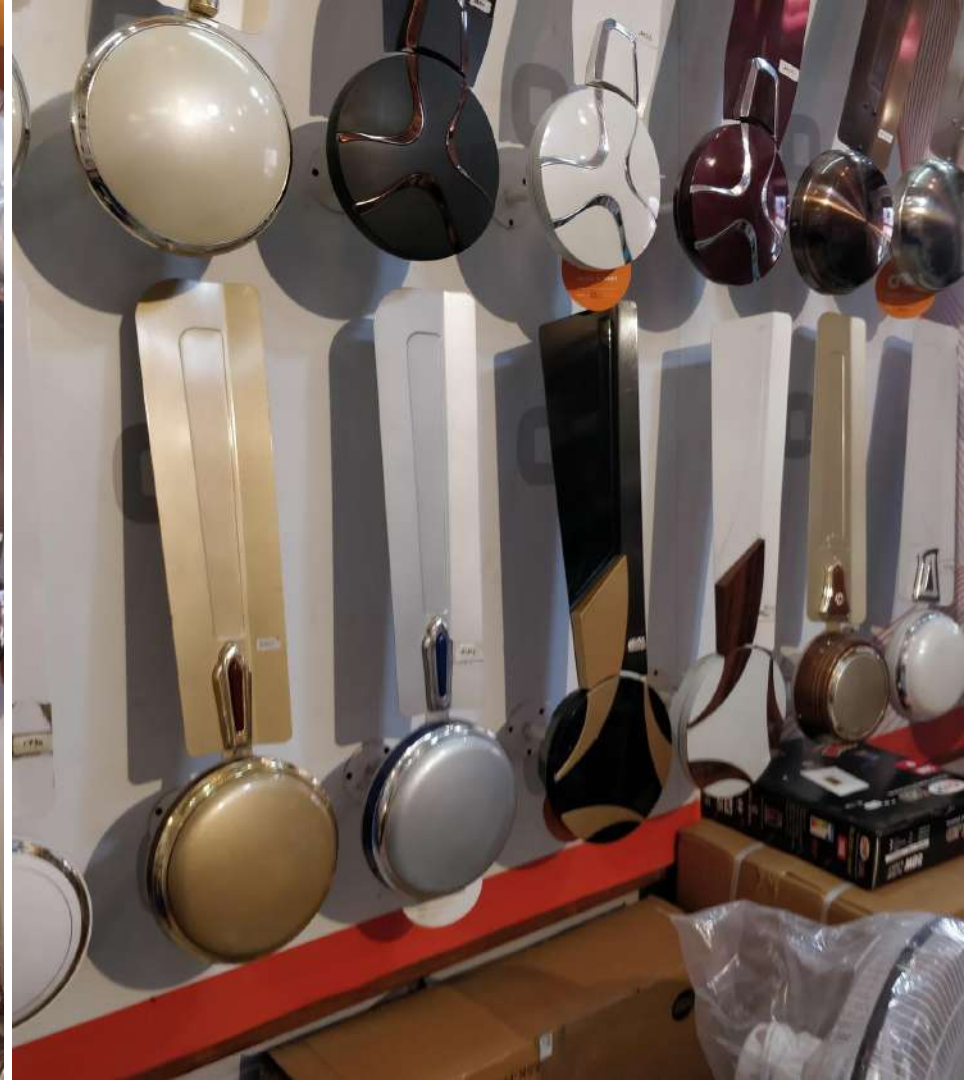




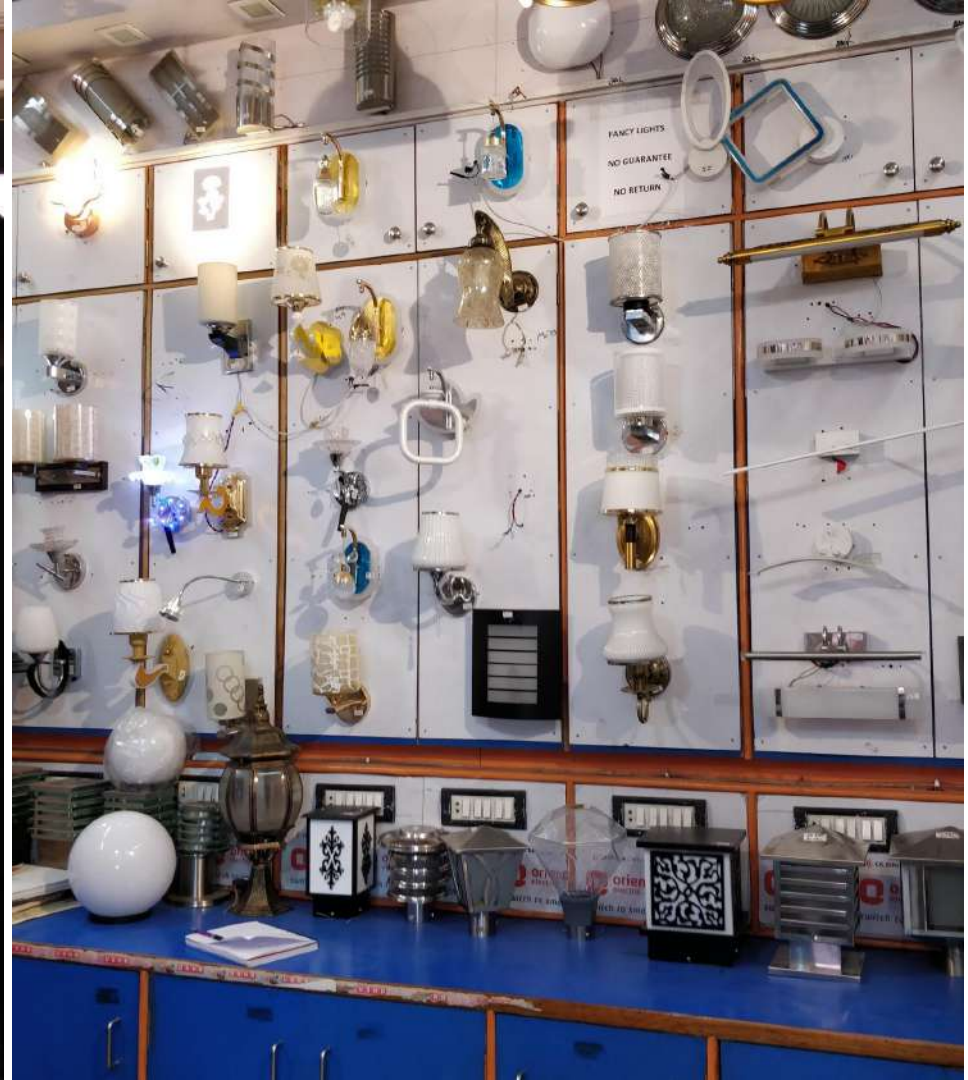














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6W
12W
18W
EPIRELIGHT

6W
12W
18W
EPIRELIGHT

6W
12W
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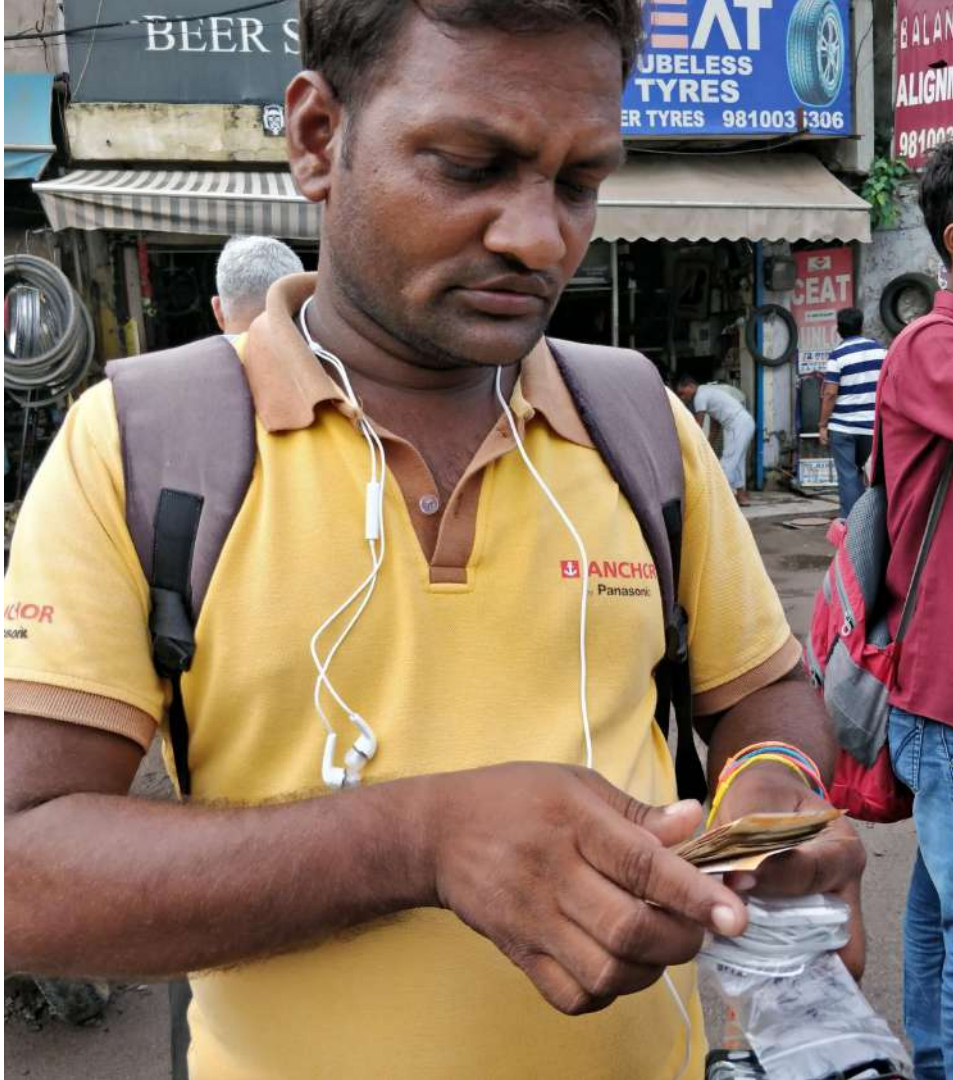
6W
12W
18W
EPIRELIGHT

6W
12W
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EPIRELIGHT

6W
12W
18W
EPIRELIGHT

6W
12W
18W
EPIRELIGHT







Delhi

Jagatpuri, Madhu vihar, Laxmi Nagar, Shakarpur, Vinod Nagar



WHITE BATH & KITCHEN

DEVI MANI SANKARI
22018055

CERA

WALL PAPER
WOODEN PLINGS
WALL & BLINDS
UPDOWN BLINDS
CURTAIN BLINDS
DINING
CARPETS

KENT

GLEN

PUSH



Crompton



Crompton

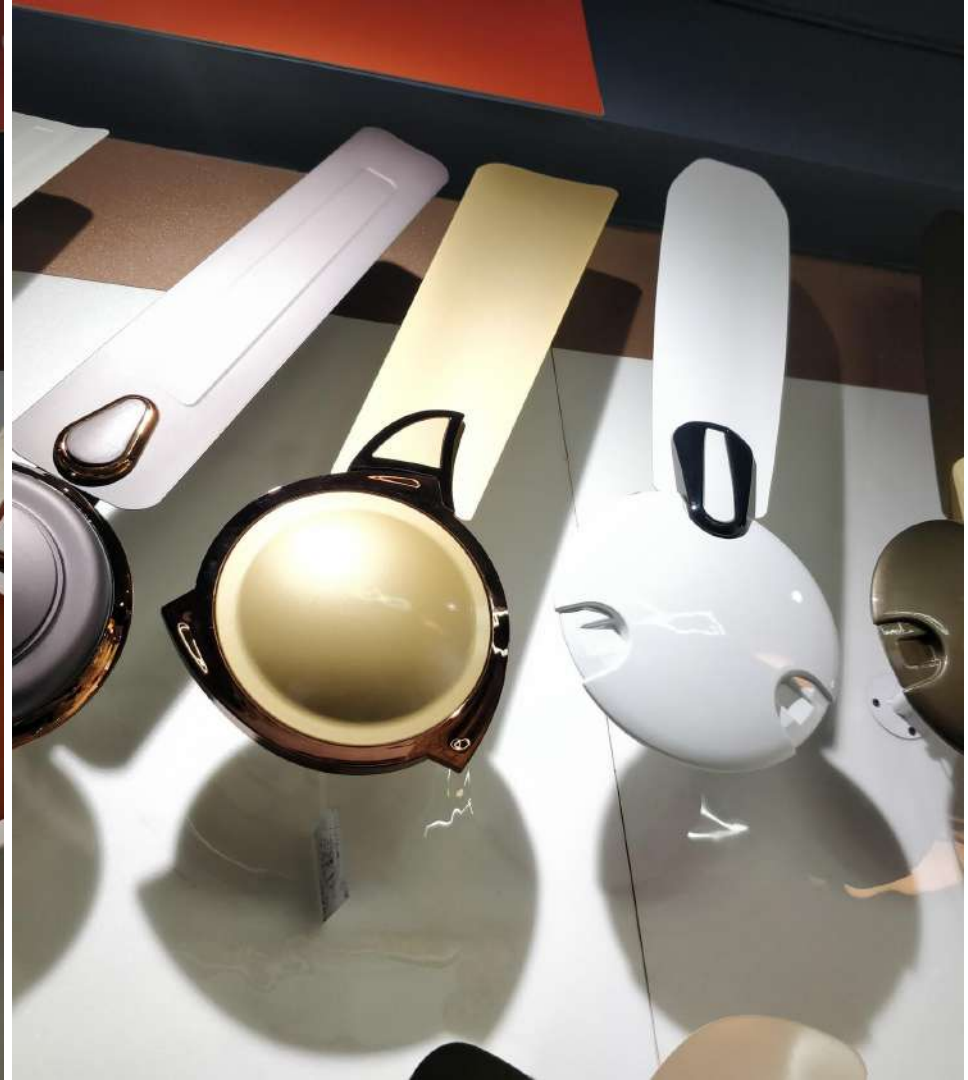






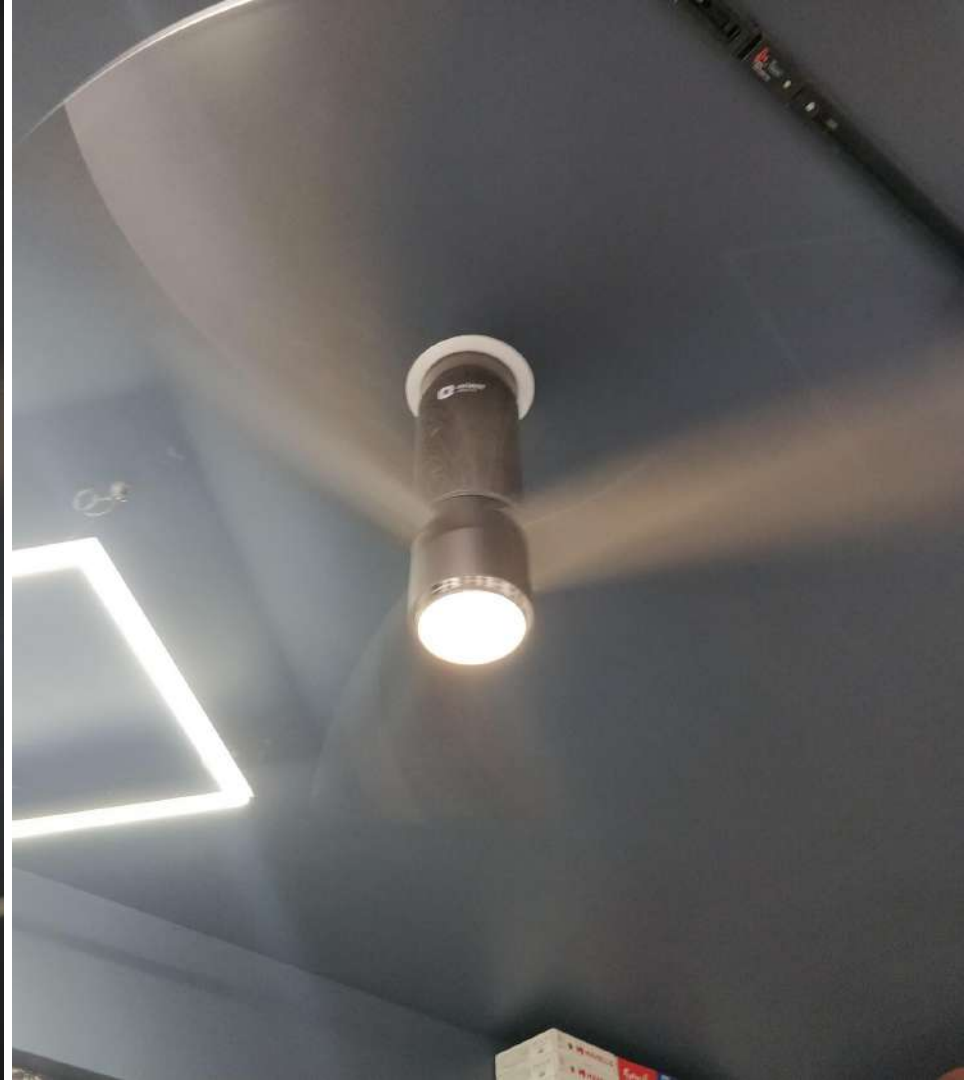


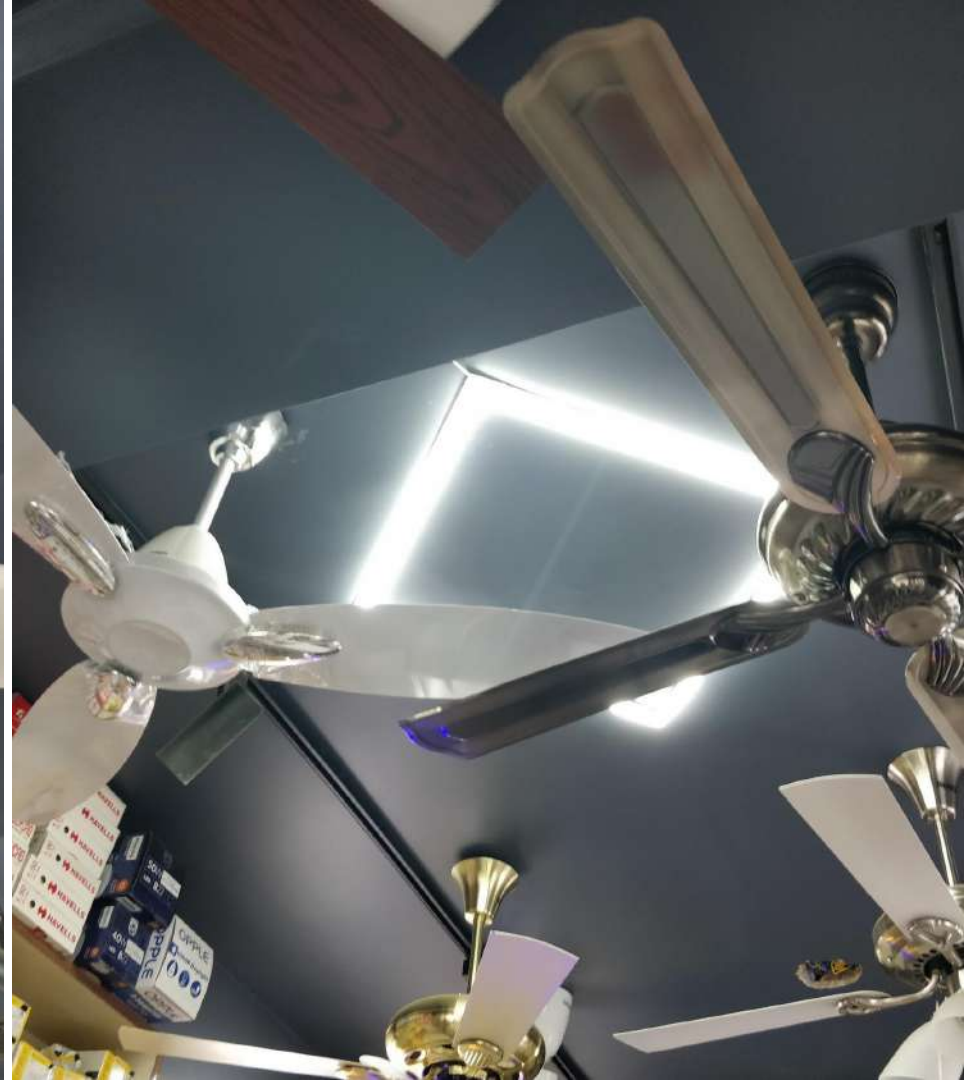
CK BIRLA GROUP

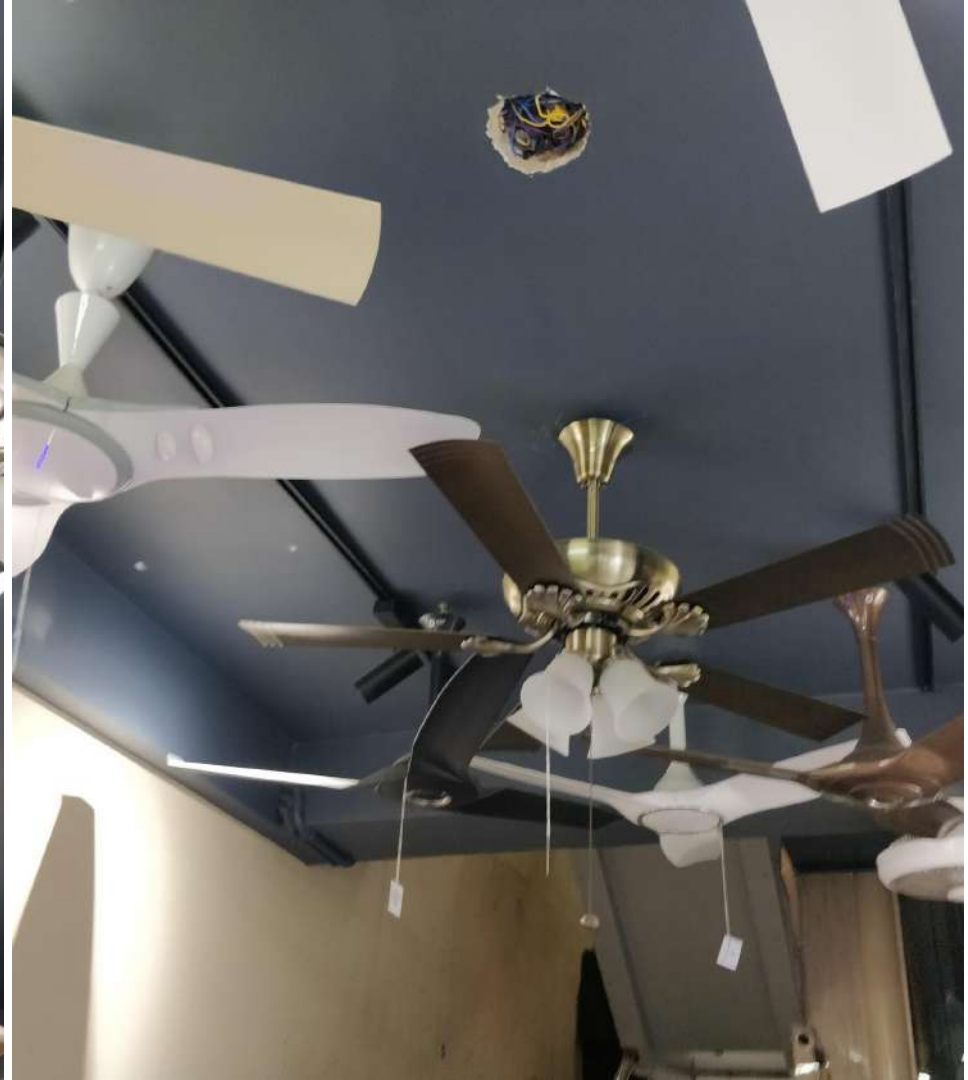


 **HAVELLS**

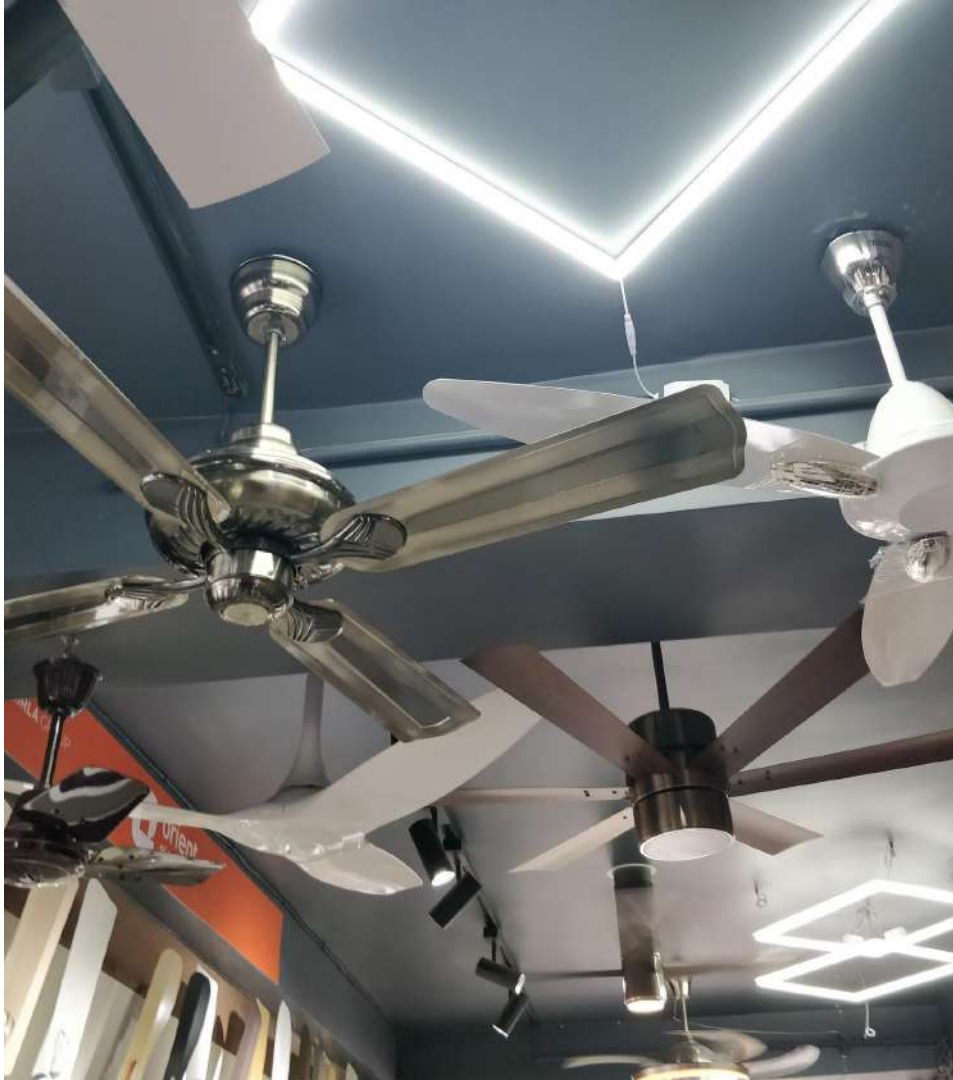




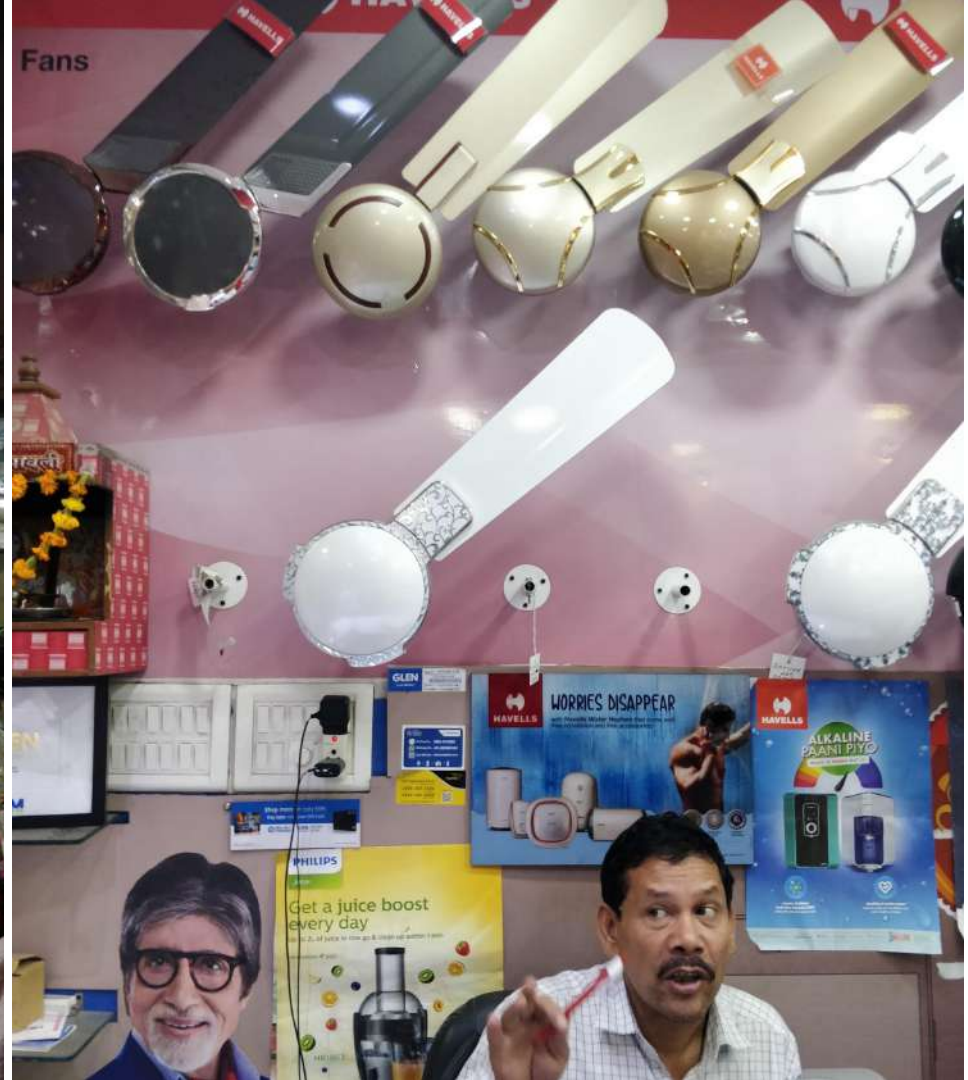


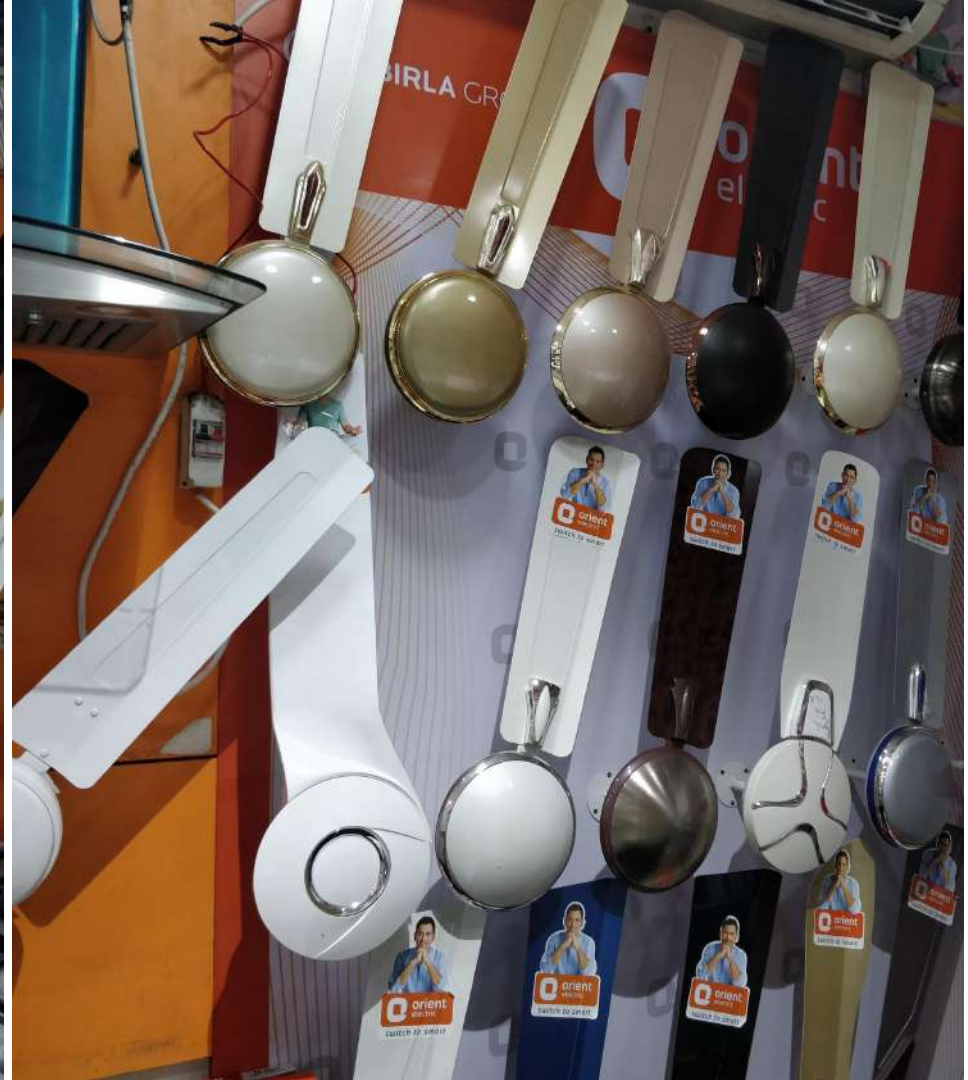












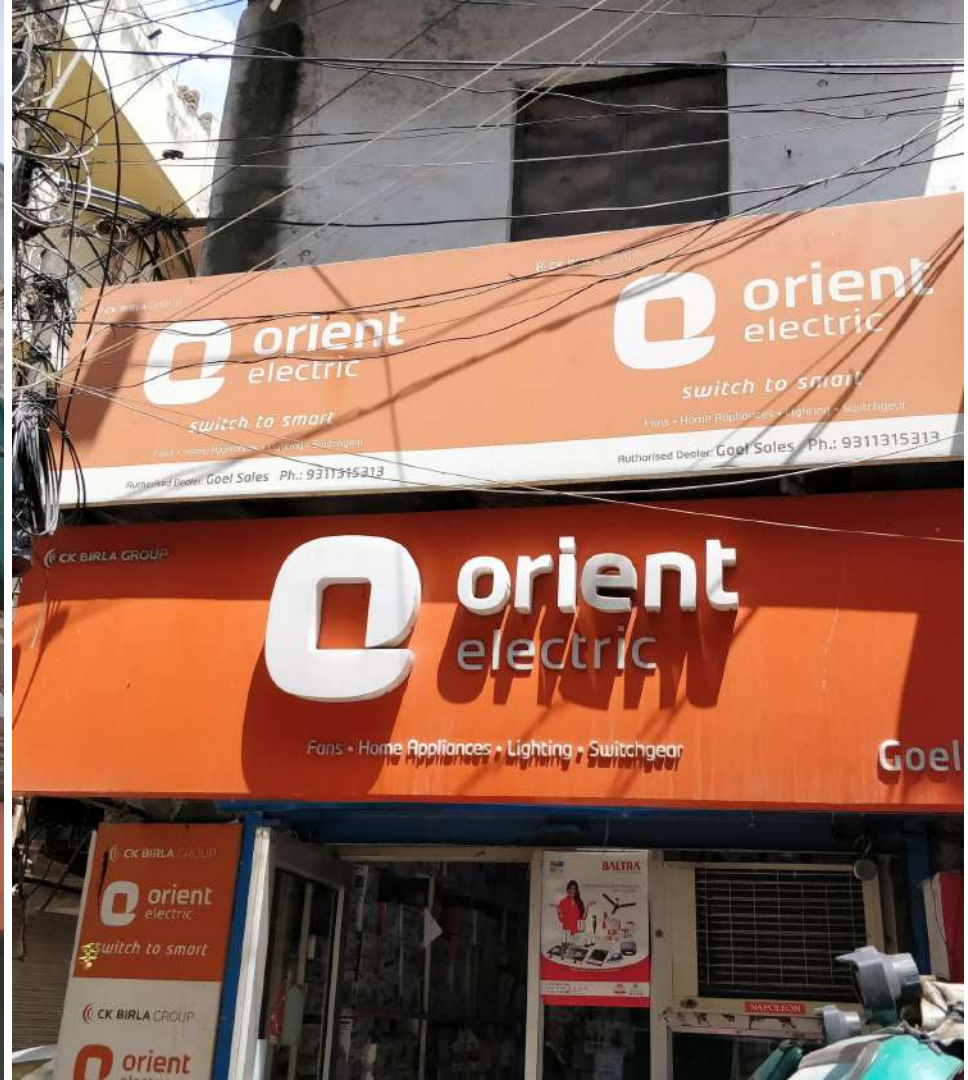


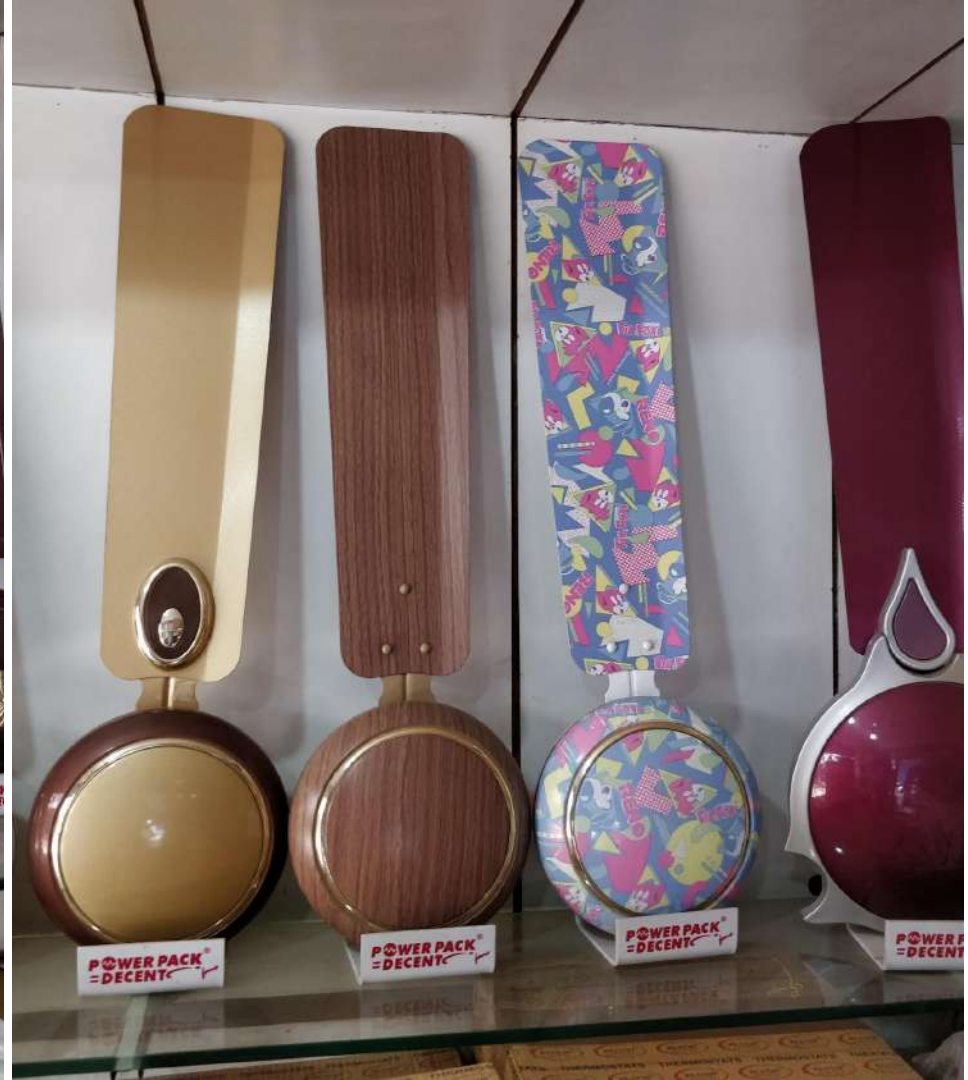


Basai Darapur : Wholesale Fan Market



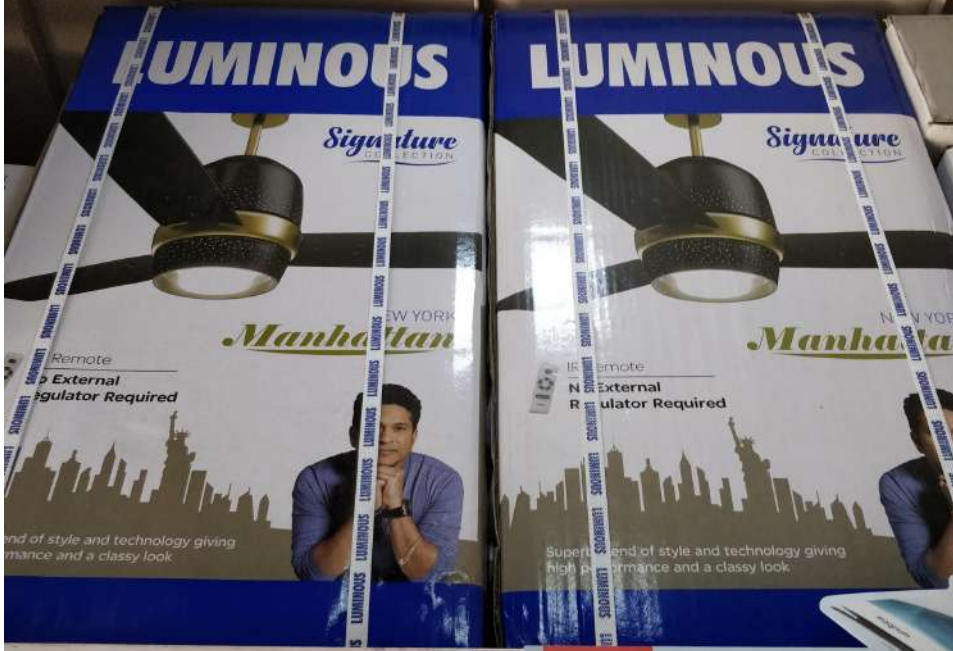








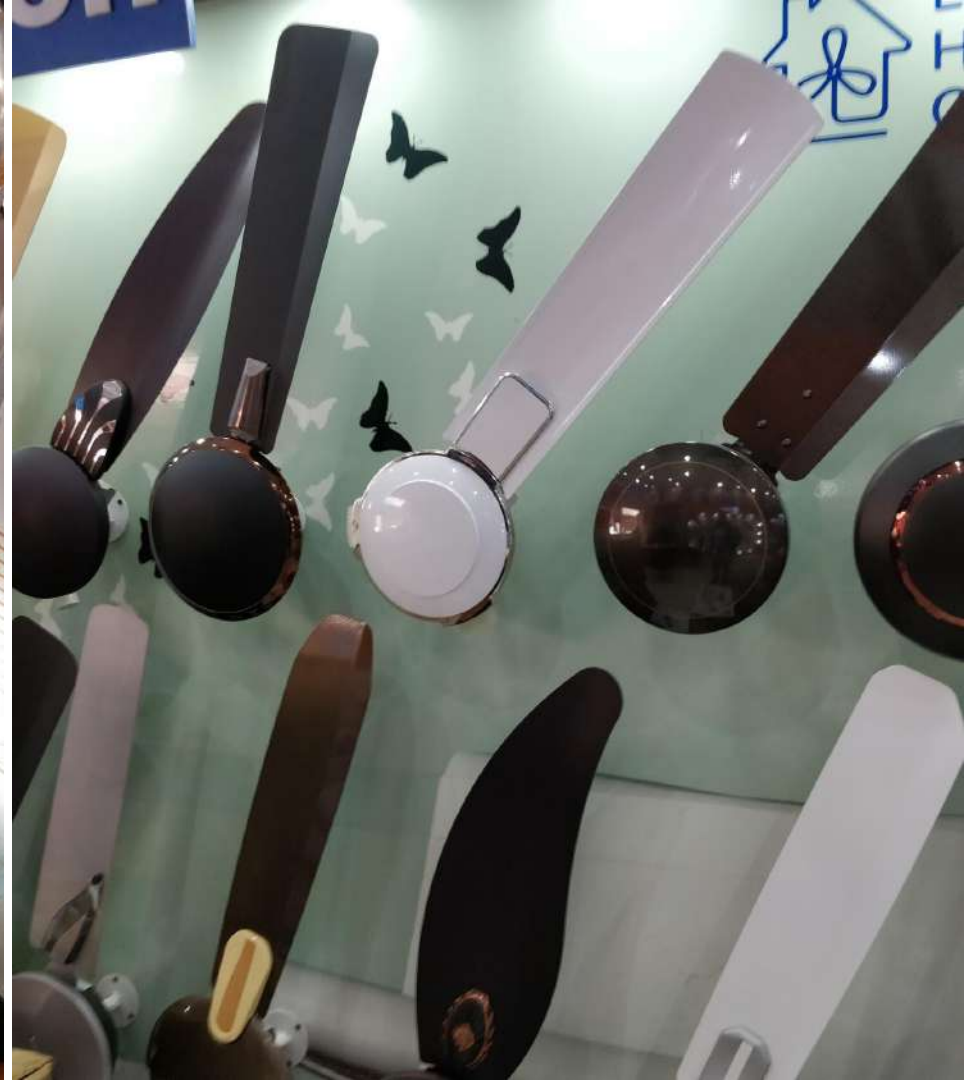
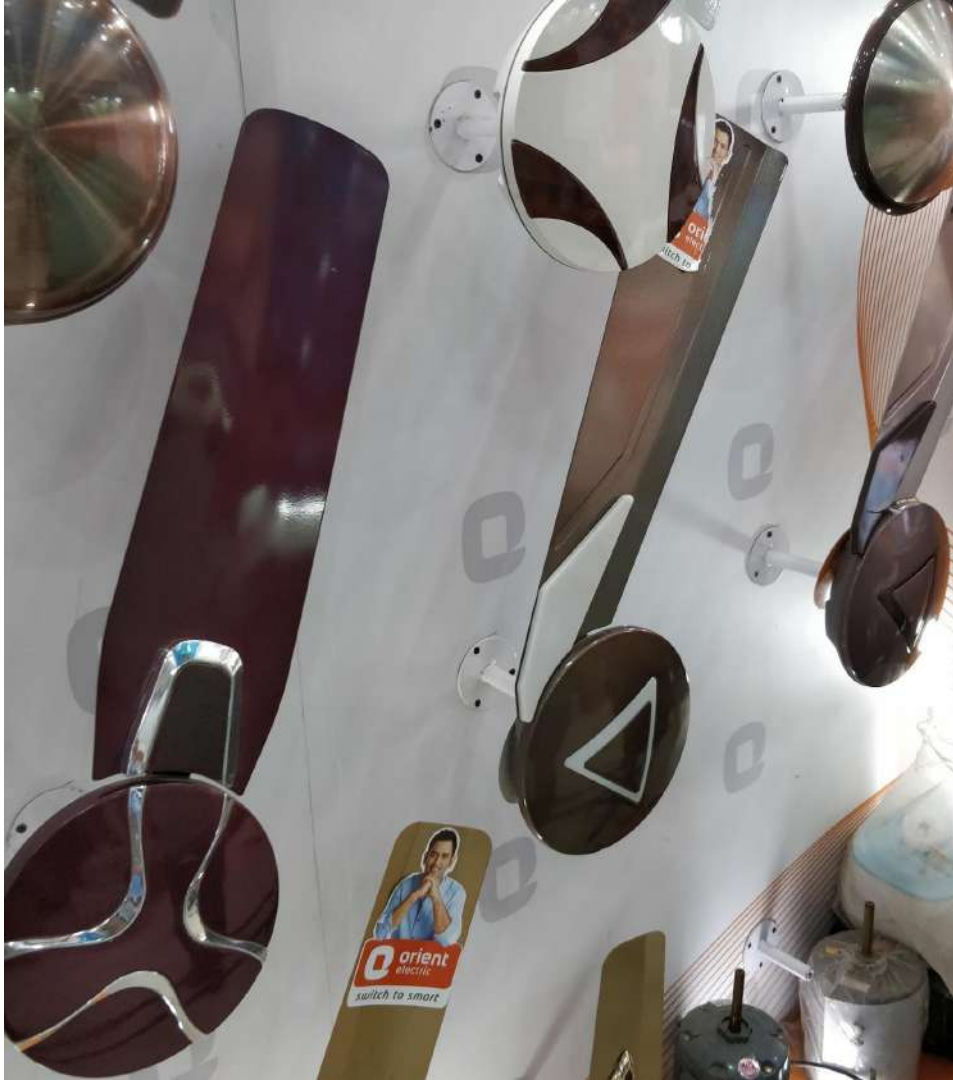


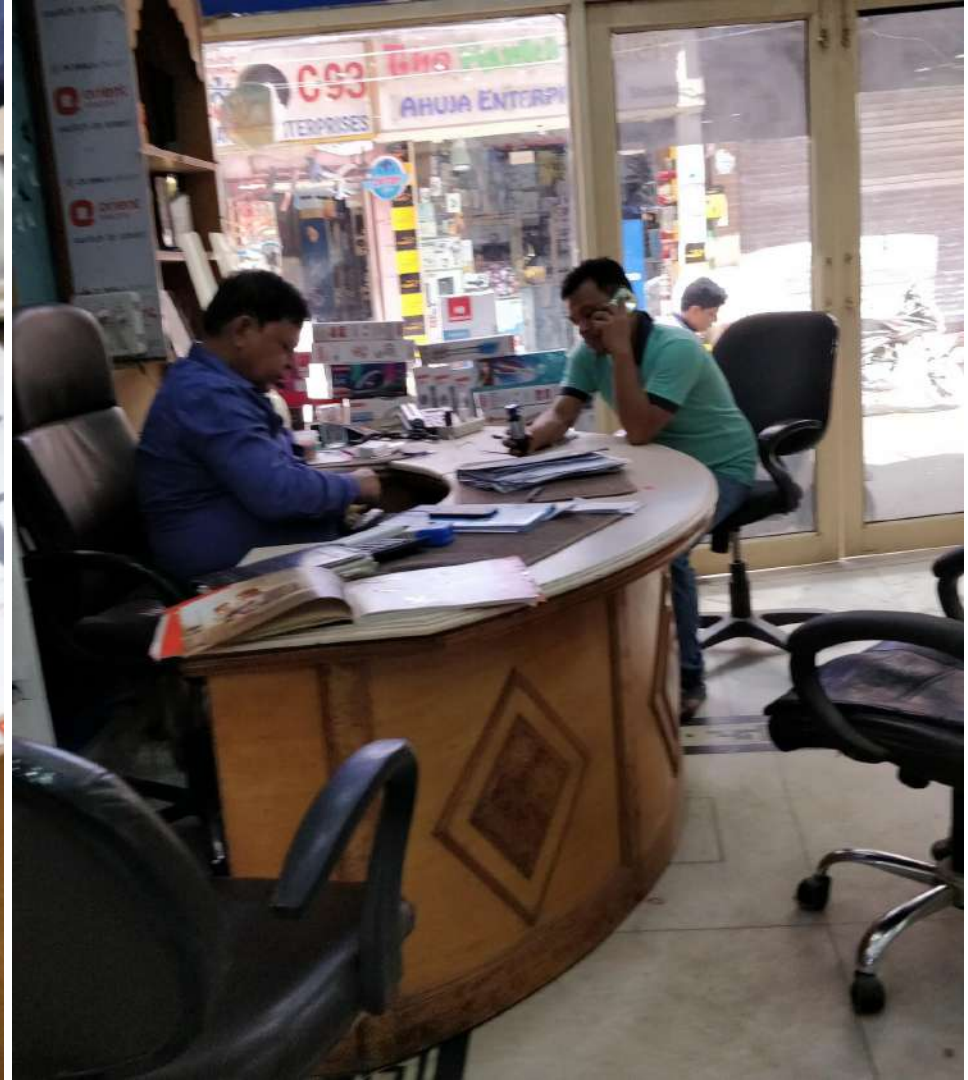












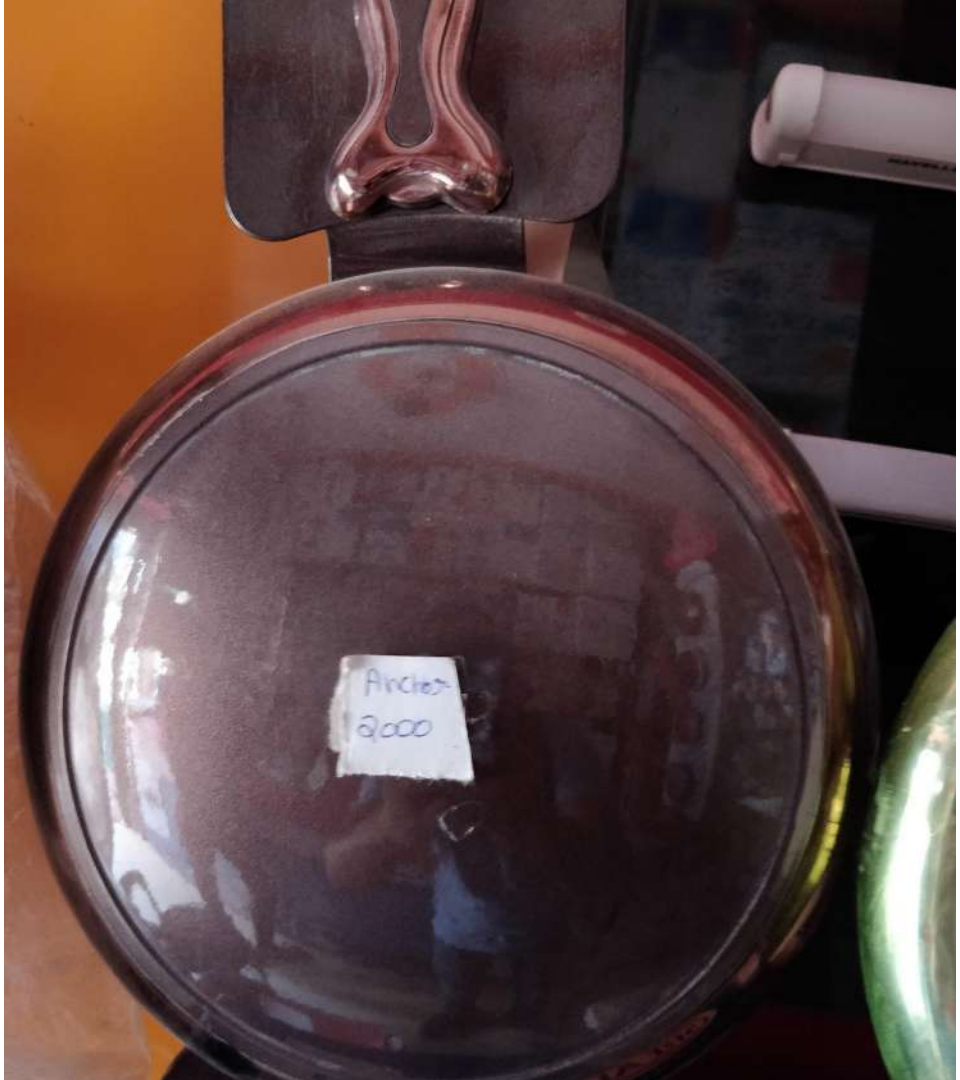




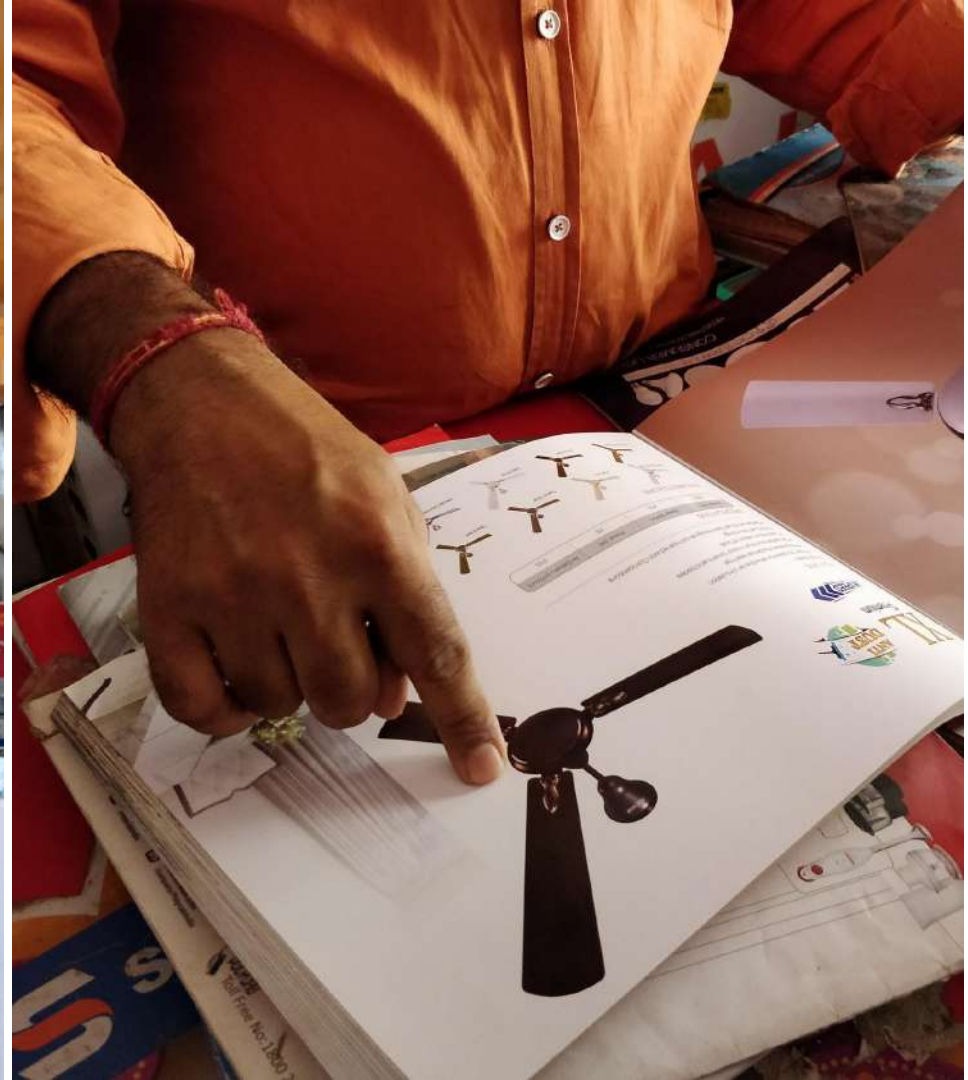


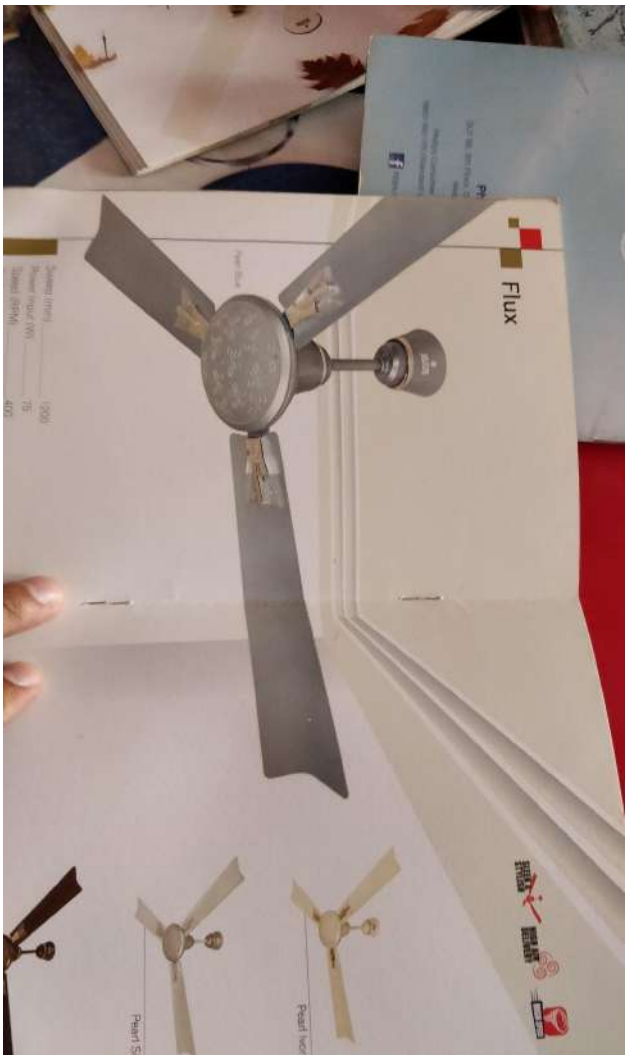
Uttam Nagar, Tilak Nagar

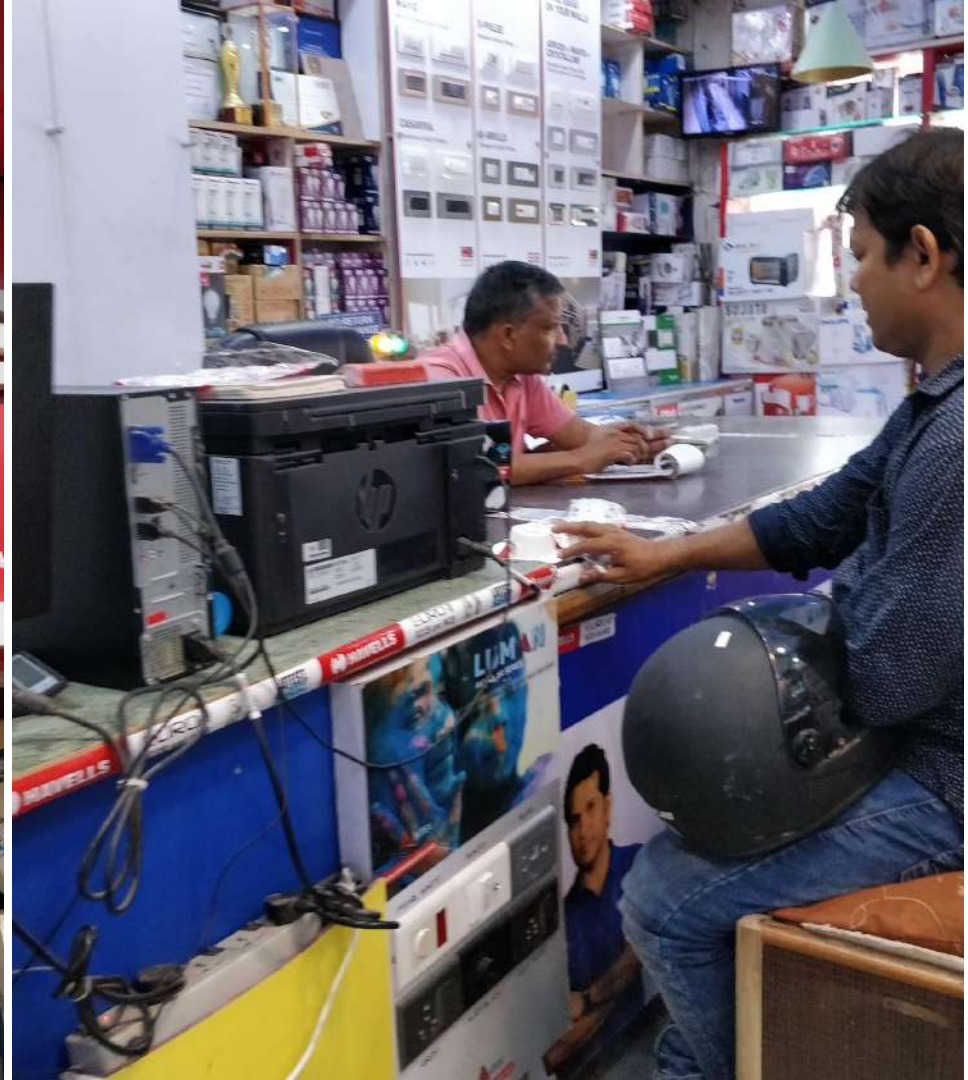












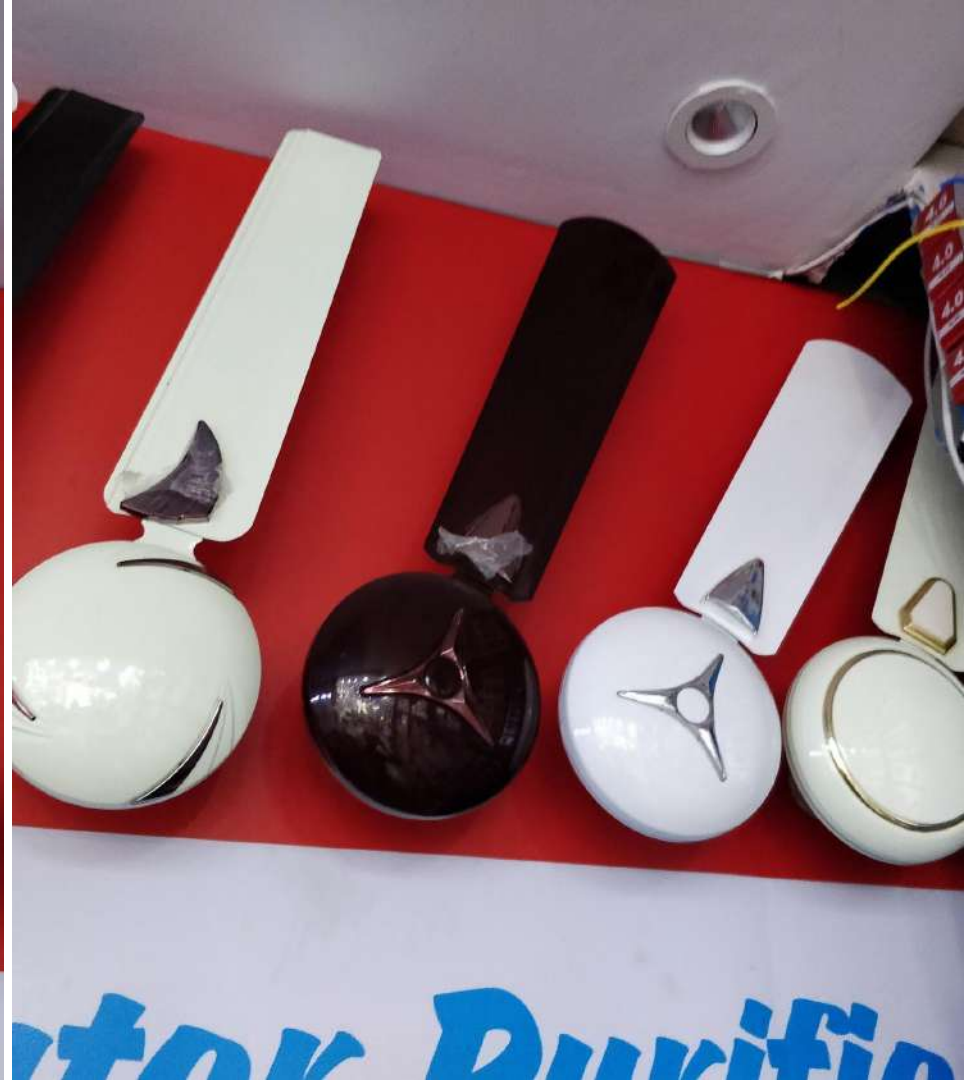


Chim Chimneys

Stoma®

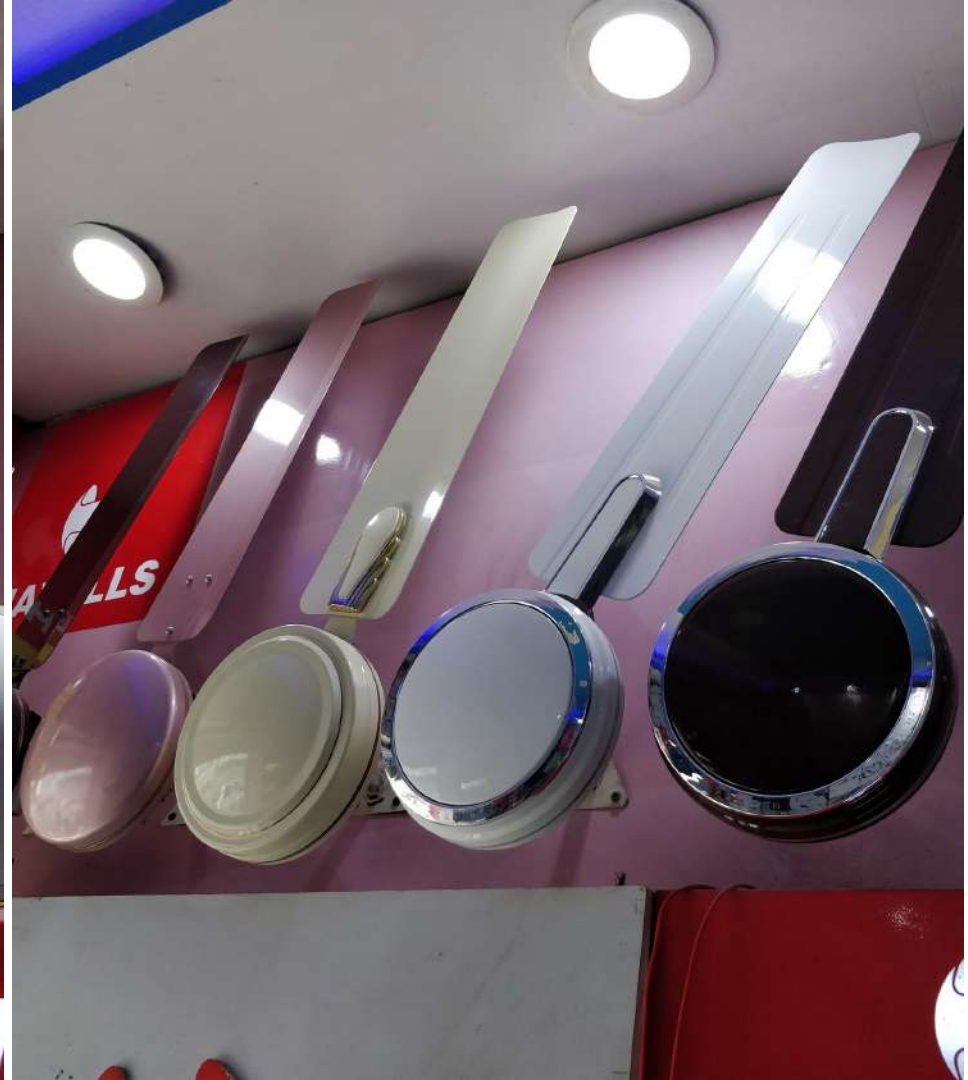


LIFE + PLUS











STANDARD

**JAZZ UP
YOUR HOME
WITH YOUNG
ENERGY.**



HAVELLS

Adore
1.5W LED FAN

| | |
|-------------------|------------------------|
| Item Name | Super Fan |
| Item Code | GHE440122 |
| Model | Adore (Orange) |
| Net Quantity | 1 N |
| Net Contents | 1 (Super Fan, 1 Blade) |
| Protection Class | IP40 |
| Rated Power | 12W |
| Rated Voltage | 230V ~ 1 Phase 50Hz |
| Warranty | 1 Year |
| MSP No. | ₹ 2540/- |
| *Net of all taxes | |

Made in India
 Approved by Havells India Ltd.
 Registered Office: 804, Surya Kiran, Sakinaka
 New Delhi - 110028 (INDIA)
 Havells India Ltd.
 80, Towers, 201, Sector 13C, Gurgaon
 Consumer Complaint Contact
 112222

HAVELLS

Lucknow

चारबाग रेलवे स्टेशन
↑ CHARBAGH RLY. STATION 2

लाल कुँआ
↑ LAL KUAN 1

शिवाजी मार्ग
→ SHIVAJI MARG 0.50

लोक निर्माण विभाग प्रगति के पथ पर अग्रसर



Retailers, Dealers and Distributors



G.B. Marg, Naka, Sitapur
road, Bhoothnath,
Husainganj







STANDARD

Om Electricals, Ph: 9415107615

स्टैंडर्ड



ANCHOR

by **Panasonic**

OM ELECTRICALS

CK BIRLA GROUP

orient





A
HAVELLS
Brand

S STANDARD

HAVELLS



G KUMAR ELECTRO PVT LTD

GSTIN.09AABCF2050P1ZH
Tel+91(522)4060000

 **ANCHOR**
by Panasonic

 **ANCHOR** KOMA Rider PENTA WIRES
by Panasonic

G KUMAR ELECTRO PVT LTD

Breezalit
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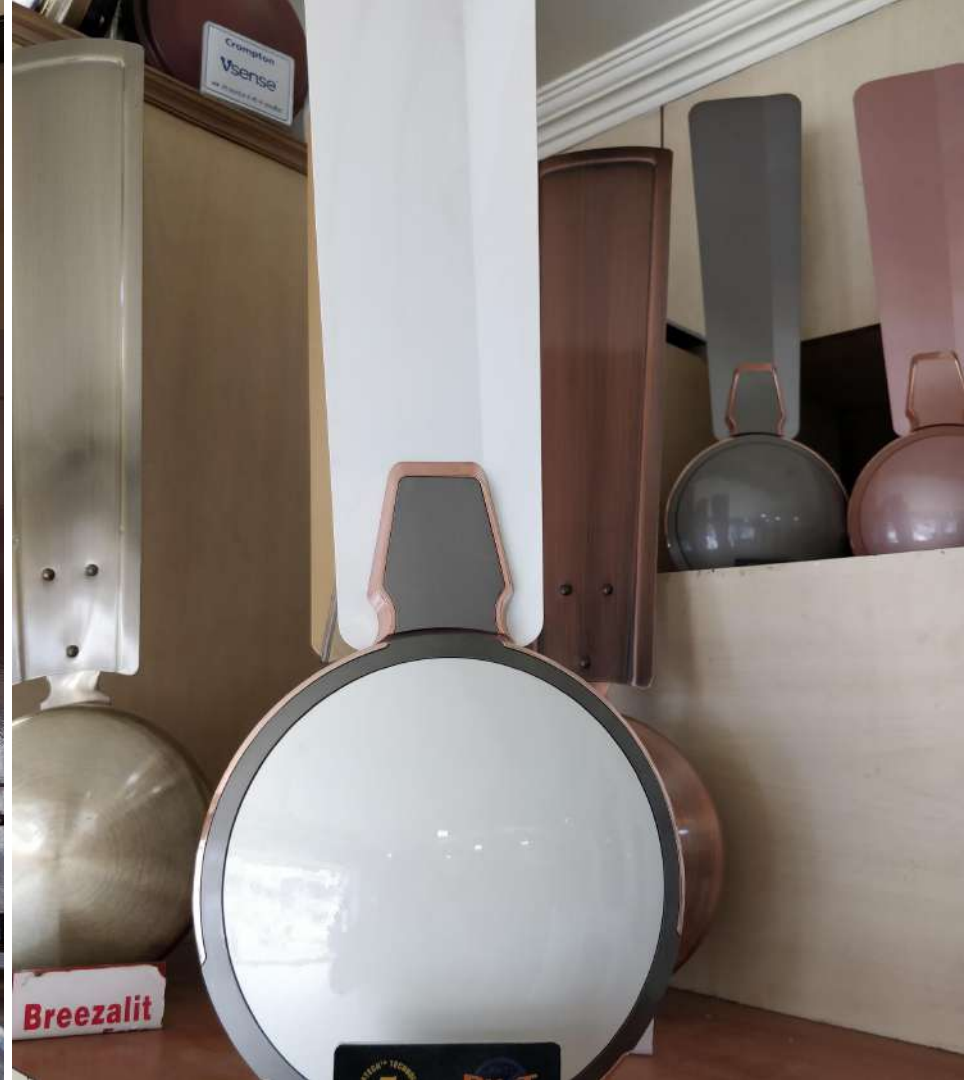


मेराज भाई
22/10/217
5, 5079
Sharda & Co.



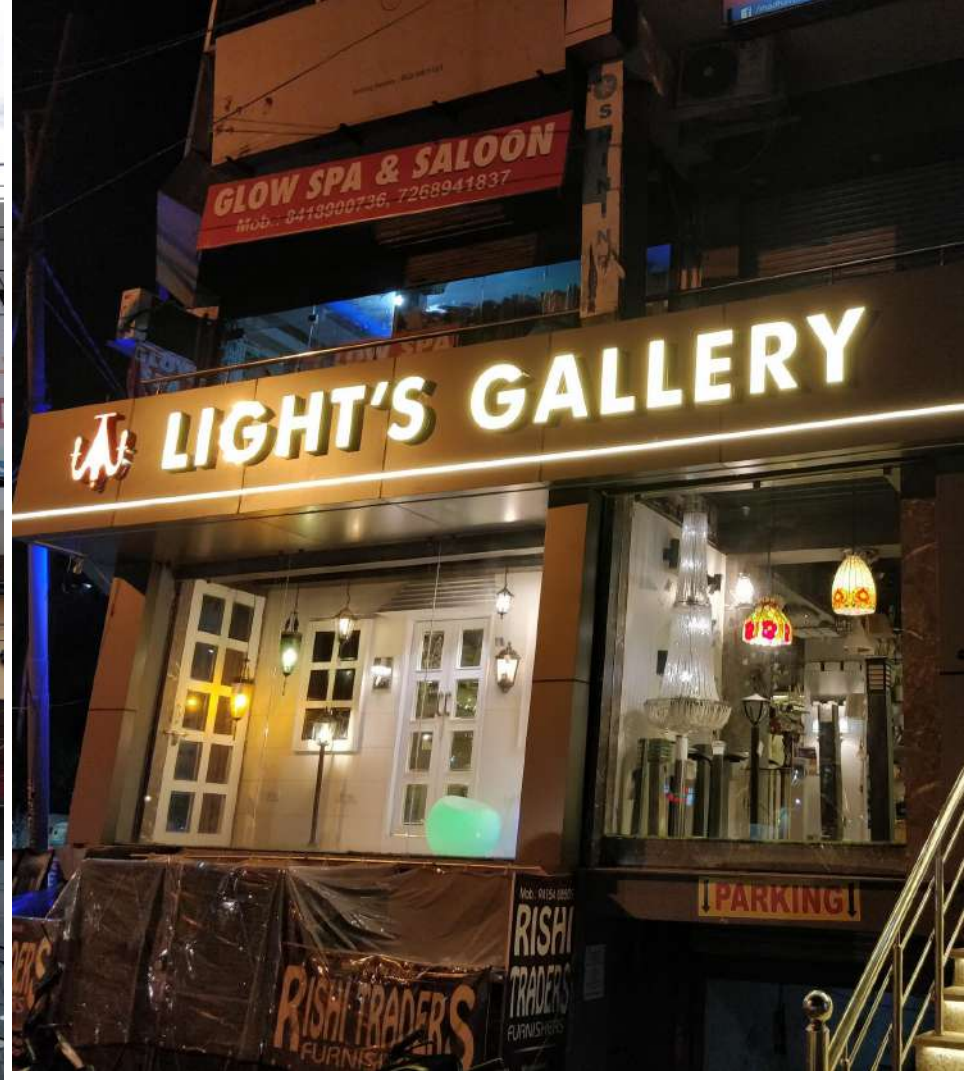
No. 1 Cables & Wires Company
POLYCARB

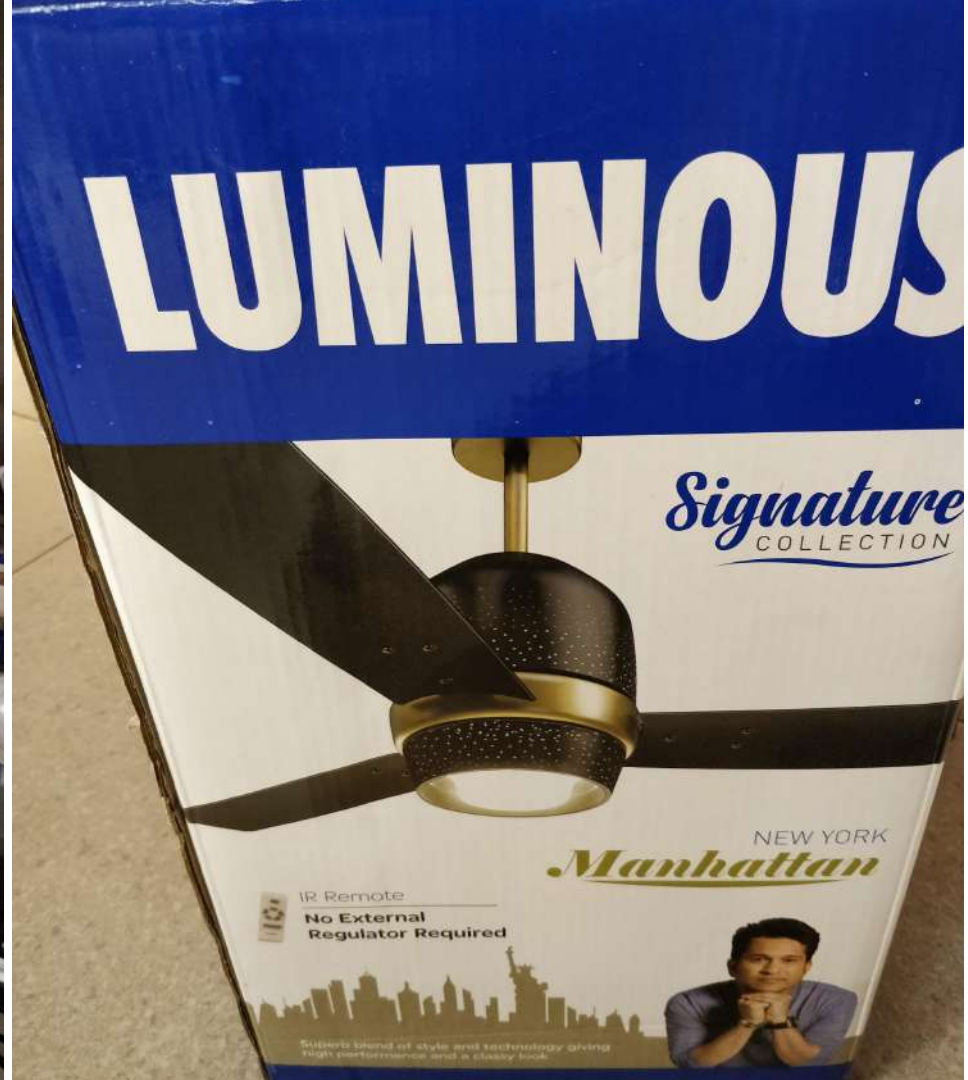
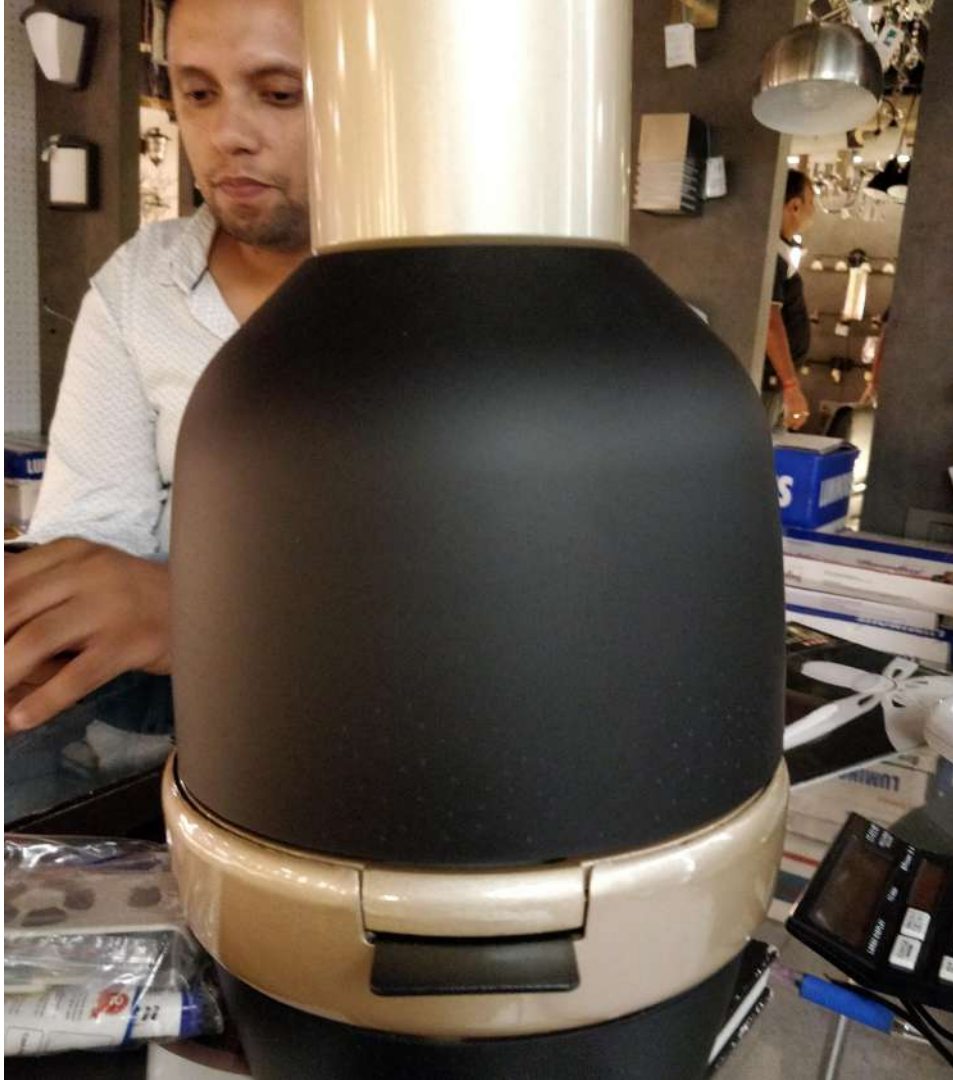














Hangout Black

NEW YORK
Tiffany

Alice White

New York Tiffany is the sleekest fan in India. The fan is powered by a BLDC (Brushless Direct Current) motor which makes the fan voltage fluctuation proof and it consumes over 50% less power. The design of the fan is inspired by the modern minimalism seen in the architecture of New York.

1200 mm
225 CMM



Hangout Black

NEW YORK
Tiffany

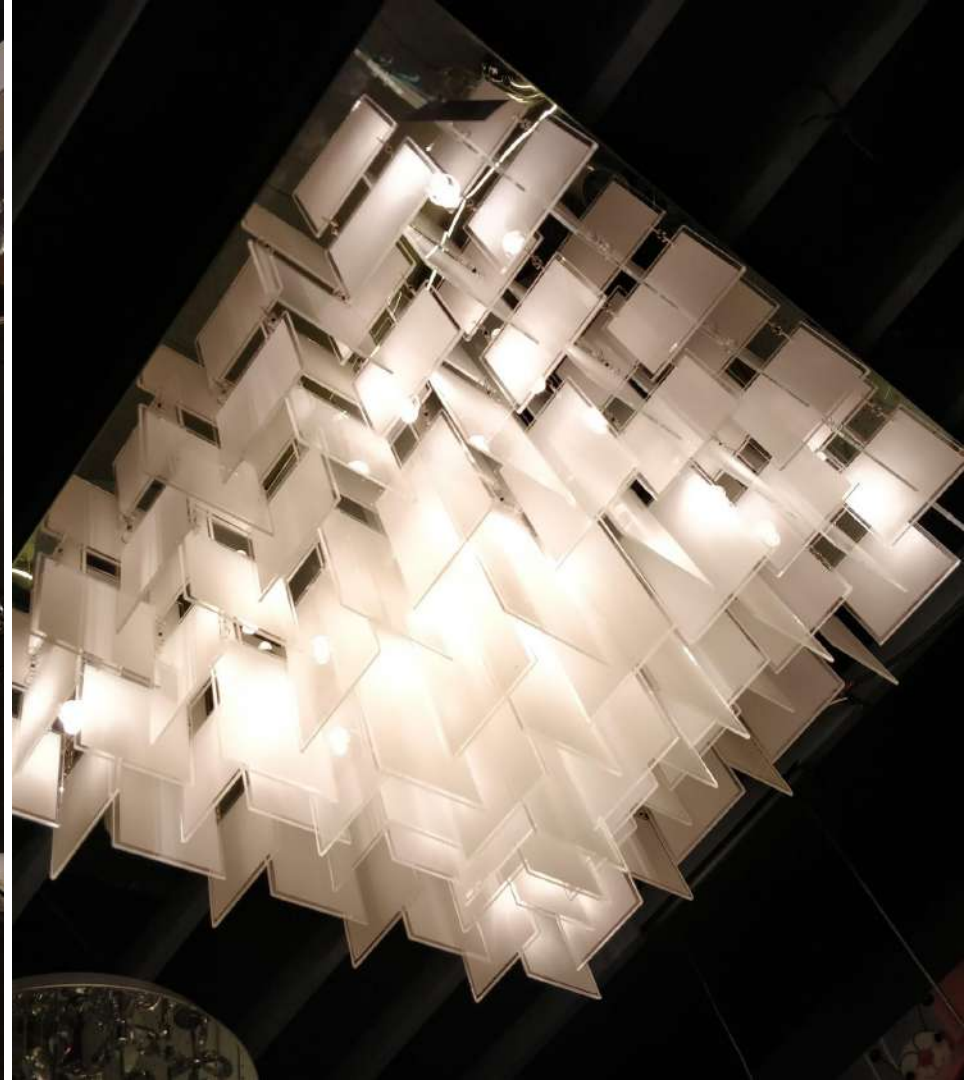
Floor White

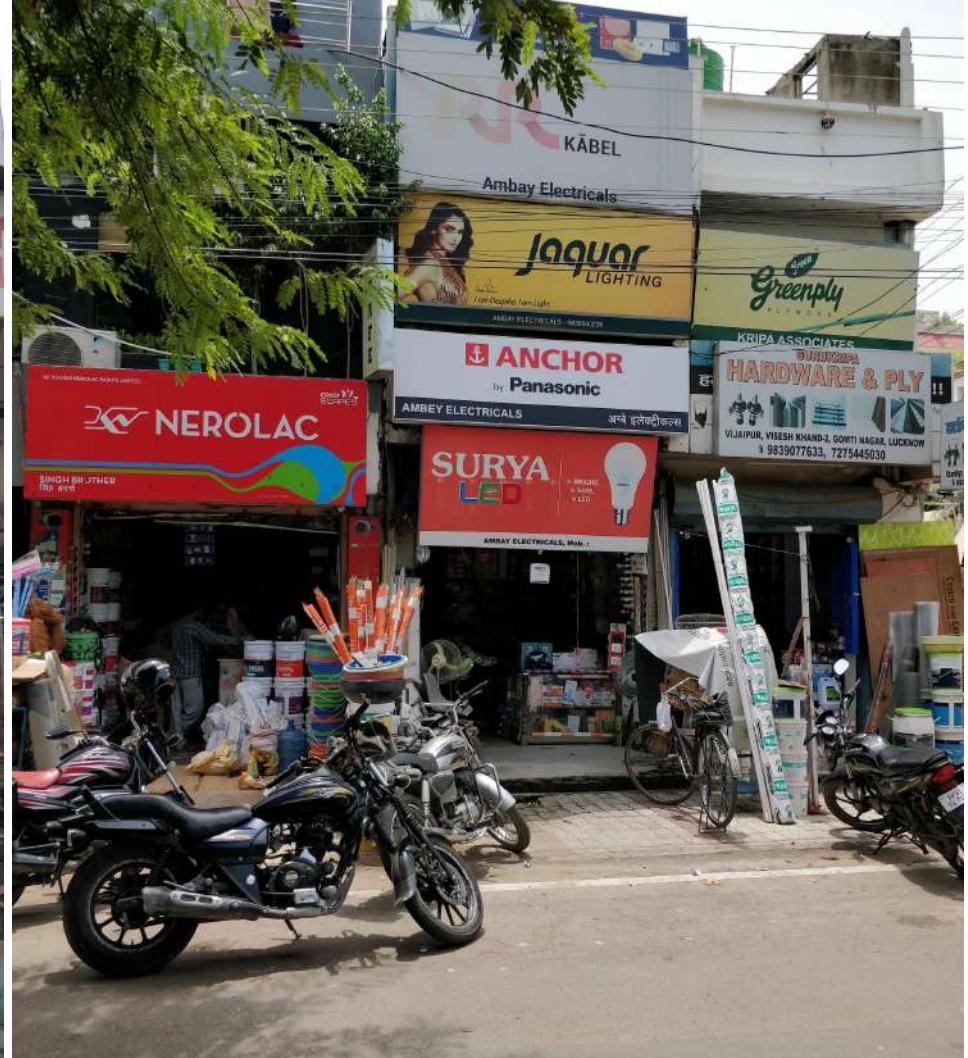
A hard shell that mimics the New York Hudson gives the fan being weightless while being a















**Dealer/
Distributors voice**

- Retailers are mostly selling Anchor by Panasonic in the Basic and Basic with finish category.

Key area : Product range, trusted brand, Many years of experience in the market.

- Retailers in the normal market areas are selling products under the range of 1000-8000. (Basic, Basic with finish, Decorative, Designer, Lifestyle)
- Most sales in the category of INR 1000-2000 and 2000-3000.

- Anchor fans that sell the most are Cooling, XL Premium, FLO GS, Rivia, Dezire, Speedbolt, Electroplated.
- Anchor is earning the distributors an annual sales of 1 to 1.25 Crores.
- Anchor sales have gone low in the last quarter.
- To compete in the market, service needs to be upgraded, user and the retailer/Distributor is facing a hard time dealing with replacements and repairs.

- Anchor needs to support the dealers and distributors with advertising and branding activities. Advertising helps make the user form opinion and the rest can be handled by the dealer distributor.
- New and Innovative ideas will be they key for the future of Anchor by panasonic.

Research Observation

- Retailer behaviour is to cook up any story to make the user purchase the fans, most have shown inclination towards selling Havells and Orient. (observation)
- Retailers in the premium markets (noida sector 18, gomtinagar) are selling products in the range INR 1500 to 32,000. (observation)
- User's Aspiration level has gone high, users purchasing the basic fans are now showing inclination towards purchasing decorative and designer fans (INR 2000-3000 market) is getting competitive. (observation)