

9th July 2026

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 Enters Battery Energy Storage Segment Through Strategic Collaboration with Pixii AS**”.

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 Enters Battery Energy Storage Segment Through Strategic Collaboration with Pixii AS

New Delhi, July 9, 2026: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) and consumer durables company, today announced a strategic collaboration with Pixii AS, a Norway-based energy storage technology company, to develop and introduce advanced Battery Energy Storage Systems (BESS) for the Indian market.

The collaboration strengthens Havells position in India's evolving energy transition landscape by bringing advanced, modular battery energy storage technology to customers across small scale, commercial and industrial segments. By combining Havells' strong manufacturing base, extensive sales and distribution network, and deep understanding of the Indian market with Pixii's globally proven energy storage technology, the collaboration aims to enable reliable, efficient and scalable solutions that support India's clean energy transition.

The Memorandum of Understanding (MoU) was signed in the presence of H.E. Ms. May-Elin Stener, Ambassador of Norway to India, along with senior representatives from the Embassy of Norway, Havells India, and Pixii.

As part of the strategic collaboration, the companies will work through a phased roadmap to establish a long-term Battery Energy Storage System ecosystem in India. These phases include understanding the market requirements through pilot installations for validation of commercial opportunities while also co-developing an all-in-one energy storage solution. Further, the collaboration will move towards local manufacturing of products in India and co-development of solutions tailored to Indian customers.

Commenting on the collaboration, **Reshu Madan, SBU head – Renewables, Havells India Limited**, said: *"As India accelerates its transition towards a cleaner energy future, our collaboration with Pixii brings together global innovation to India"*, further, **Aseem Goyal, BU Head – Renewables**, added that *"This collaboration strengthens our commitment to expanding Havells' energy solutions portfolio while contributing to India's sustainability goals with localization combining Havells & Pixii joint strengths."*

Commenting on the signing, **Thomas Ingebretsen, CEO, Pixii AS**, said: *"India represents one of the world's most exciting growth markets for energy storage. Through our collaboration with Havells, we are combining Pixii's differentiated technology with a trusted local partner that brings deep market expertise, manufacturing strength and an extensive customer reach. Together, we look forward to delivering advanced energy storage solutions that address the evolving needs of Indian homes and businesses."*

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

India's Battery Energy Storage System market for Residential, C&I segments is expected to reach ~10-12k INR Cr. by FY30, growing at >100% CAGR during next three years. It is poised for significant growth as renewable energy adoption accelerates and the need for reliable power infrastructure continues to increase. Through this collaboration, Havells and Pixii aim to introduce globally proven technology, drive local innovation and contribute to building a sustainable and future-ready energy ecosystem in India.

About Havells India Ltd.

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 Pixii AS

Pixii is a leading Norwegian battery energy storage (BESS) company, headquartered in Kristiansand with a presence across Europe, Asia-Pacific and the Americas. Its product range includes modular, scalable storage systems from few kWh to multi-MWh, serving grid, commercial & industrial and EV charging applications.

For more information, please contact:

Havells India Ltd Contact

Amit Sharma

E-mail : amit1.sharma@havells.com

Phone : +91 9911236700

Agency Contact

Stuti Soni

E-mail : stuti.soni@archetype.co

Phone : +91 9205917395

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