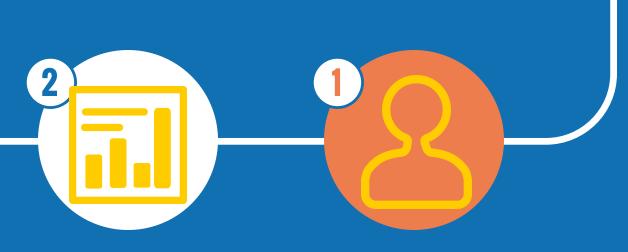
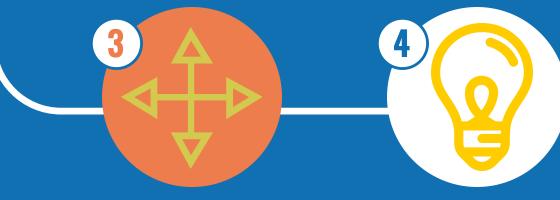
Case Study LLOYD

Journey from Lloyd to Havells



Lloyds consumer business that sells its products under the eponymous brand name, has been one of the fasting growing segment for the company in the past few years, rising from a meagre 20% in FY12 to 59% in FY16.

Lloyd has carved a niche across India with its impeccable quality standards along with unmatched Product, service and warranty for its range of technologically advanced and aesthetically designed ensemble of new-age Air Conditioners, LED TV and Washing Machine.



The objective of Lloyd's PR activity was two pronged: to establish Lloyd as fast growing brand in the segment while handling the media communications wisely during its year long process of sale of Consumer Durable Business on slump sale basis to Havells India.

The challenge was to handle two contradictory assumptions prevailing in the market for the brand since Lloyd was preparing to sale its Consumer Durable business while we were mandated to position it as fast growing and strong player in the segment.

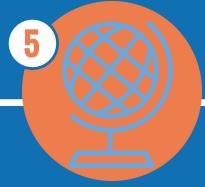


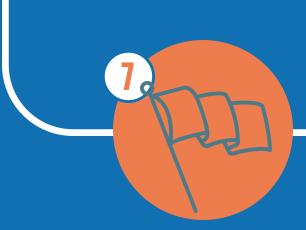
management on requisites of

media communication.

Crisis Management was essential part of the PR exercise which included handling media as well as guiding the Lloyd

The strategy sugges was "the 3Cs commincluded careful, closed media communication media co





As a result, Lloyd Electric & Engineering successfully concluded the sale of Consumer Durable Business on slump sale basis to Havells India for a consideration of Rs 1550 crore without any negative media buzz on the same.



