

Breathe Pure-Think Pure



60 years of Engineering Smiles & Enriching Lives

About Lloyd Electric and Engineering Ltd.:

Founded in 1956, Lloyd has a true-blue lineage of 60 years in high-end air-conditioning and electrical applications for sectors like railways, defense, mobile radar systems, malls, offices and multiplexes. Today, Lloyd Electric and Engineering Limited is the leading and largest producer of Coils/Heat Exchangers (Fin and Tube type) in India, serving the entire spectrum of HVAC & R industry in the country as well as OEMs in North America, Europe, Middle East and Australia. Lloyd acquired Luvata Czech, SRO facility in Czech Republic in May, 2008 to strengthen its European presence. Lloyd forayed into consumer durables a decade back, and today it offers a wide range of world-class products including Air-Conditioners, LED TVs, Refrigerators, Deep Freezers, Washing Machines, Air Purifiers, Water Dispensers and Small Home Appliances.

- 17 state-of-the-art manufacturing facilities in India
- 2 manufacturing plants and design centres in Europe
- More than 5000 employees globally

Company's diversified portfolio includes:

- Lloyd-branded consumer electronics and home appliances
- HVAC & R heat exchange coils • Engine cooling systems
- Commercial refrigeration systems • Original equipment for window and split AC systems • Air handling units • Industrial fans and coolers

Lloyd's expansion plans in the near future

- Increase the penetration and visibility of our brand
- Increase focus on delivering best-in-class service, thereby, fulfilling our brand promise of 'khushiyon ki guarantee' to each and every customer
- Launch products with cutting-edge technology in all our product segments like Curved Ultra HD 4K LED TV, Direct Drive Inverter Motor Washing Machine, Inverter ACs, Small Home Appliances, Chest Freezers, Water Dispensers and Air Purifiers.



Nipun Singhal
Director, Lloyd Electric & Engineering Ltd.

Q. What is the reason behind Lloyd's foray into the Air Purifier category?

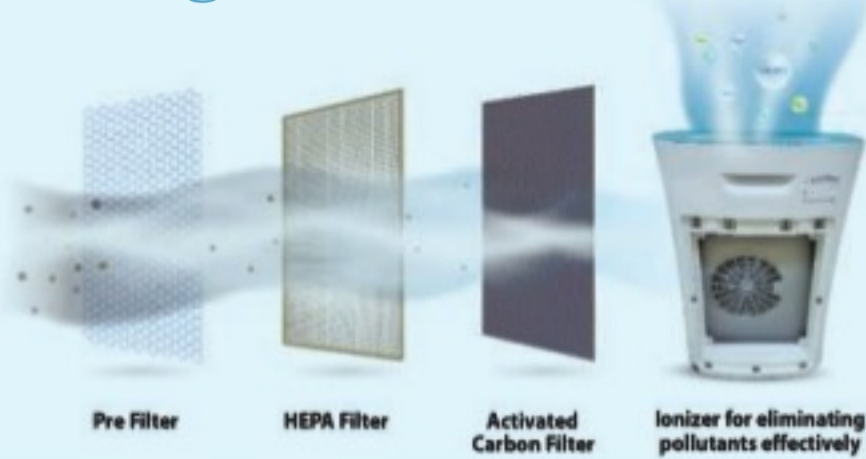
A. With the pollution levels rising at a rapid pace, the quality of the air we breathe in cities is degrading continuously, which may lead to many respiratory or airborne diseases. Reports say that not just outdoor air, but even indoor air has high concentration of these pollutants.

While this is a cause for concern for everyone, it especially affects small children and elderly in the family, who are sensitive to even regular allergens and dust. Being a brand that has always kept pace with the evolving needs of its consumers, Lloyd has meticulously designed a new range of technologically-advanced Air Purifiers that makes indoor air clean and pure. Thus making homes, a healthy haven!

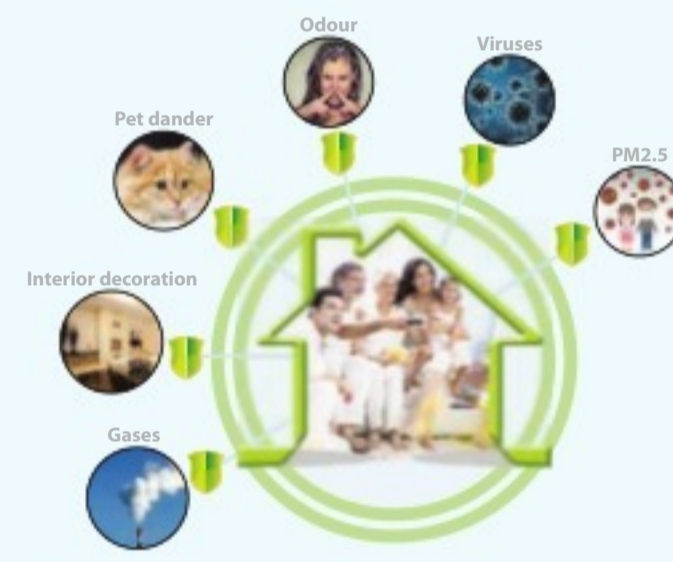
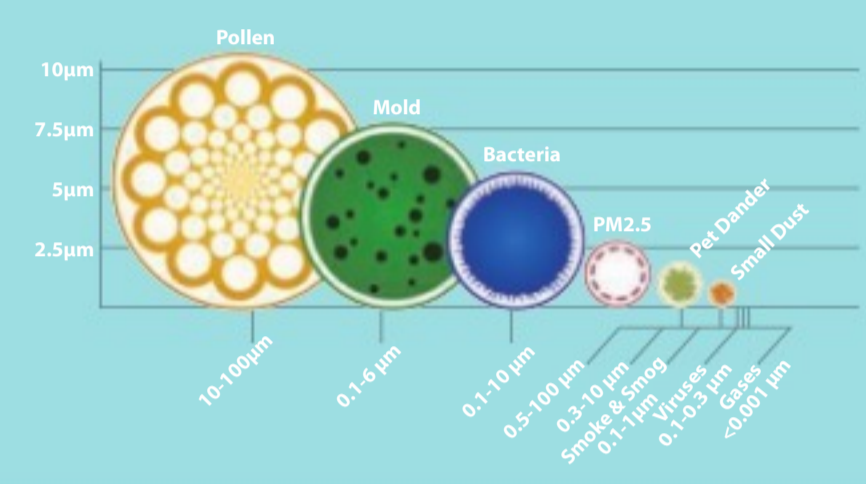
Q. What is the mechanism behind Lloyd Air Purifier's filtration process? Where do the impurities get released? Is it an environment-friendly product?

A. Engineered with the latest technology, Lloyd Air Purifier comes with the new HEPA filter which traps SPM (Suspended Particulate Matter) as small as 0.3 microns with 99% efficiency. This special filter also effectively captures indoor carcinogenic particles like PM 2.5 particulates, pollens, allergens, molds, pet dander, fine dust and cigarette smoke. Moreover, these particles are never released back into the room, keeping the environment clean and healthy. No wonder, the Lloyd Air Purifier not only makes the environment clean and pure, it is environment-friendly too.

Lloyd Air Purifier has 4-stage filtration



Particles Invisible to the Human Eye Less than or equal to 10 microns (µm)



Advantages of Lloyd Air Purifiers:

- Filters PM2.5
- Kills viruses
- Removes odour
- Traps pet dander
- Removes odour from interior decoration
- Filters harmful gases

Removes 99.97% of 0.3 micro particles from the air.

Q. Is it possible for an average middle-class family to easily afford a Lloyd Air Purifier?

A. Adhering to the promise of providing 'Affordable Luxury' to its consumers, Lloyd has always maintained a fine balance between high-quality products and reasonable pricing. Abiding by the same philosophy, Lloyd Air Purifiers have been set at a very competitive price compared to the other air purifiers available in the market. Breathing air as pure as nature is now possible, as well as affordable!

Q. Who is your target customer? What do they think about Lloyd Air Purifier?

A. Today, customers are much more health conscious, and they actively seek for products that can enhance their quality of life. Rising pollution levels are a cause for concern to these discerning customers, and soon for people residing in cities, an air purifier will become a must-have product.

Specially designed to cater to the new-age lifestyle needs, Lloyd Air Purifier comes with the

promise of clean and pure air at an affordable price! Equipped with the advanced HEPA filter, Lloyd Air Purifiers are technologically at par with any other air purifier, which makes it a preferred choice when it comes to buying an Air Purifier. No wonder, customers are happy to welcome this new breeze of health and happiness!

Q. How would you educate Indian customers about the benefits of an Air Purifier?

A. People are already aware of the various benefits of fresh and pure air. Breathing fresh air every day instills energy, and rejuvenates our body and mind. All we need to explain is that Lloyd Air Purifiers come with a special multi-stage filtration that locks in particles at every stage. Initial filters capture larger particles like dust, molds, pollens, etc. While final filters capture smaller bacteria and gaseous contaminants in the air. This ensures that, with Lloyd Air Purifier, the indoor air is always clean, pure and fresh to breathe. Now who would say no to the refreshing mountain breeze? That too, at home!



A whiff of fresh air & A breeze of happiness for your loved ones

WITH HEPA FILTER



LAP20PB

LAP20TC



LAP20TC
Smart features

LAP20PB
Smart features

