



IT'S SUMMER TIME

FOCUS: AIRCONDITIONERS & REFRIGERATORS

KHUSHIYON KI GUARANTEE



ADVERTORIAL

ENGINEERING SMILES, ENRICHING LIVES

LLOYD GROUP is an established diversified Engineering Group with a history of over 60 years in business excellence. It is an acknowledged name in heating, ventilation, air conditioning and refrigeration (HVAC & R), defence equipment and consumer durables.

- 17 state-of-the-art manufacturing facilities in India
- Two manufacturing plants and design centres in Europe
- More than 5,000 employees globally

LLOYD GROUP HAS TWO LISTED COMPANIES IN STOCK EXCHANGE

Lloyd Electric & Engineering Ltd. (LEEL) With an eye for detail under collaboration approach towards its clients, LEEL has continuously raised the standards for both product delivery and service support. This management philosophy has led it to become not just a dependable partner to some of the leading global HVAC & R companies, but also the preferred choice as an Original Equipment Manufacturer (OEM).

- Companies diversified solutions 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

FEDDERS LLOYD CORPORATION LTD

Fedders Lloyd was incorporated in 1957, in a strategic alliance with Fedders USA for pioneering residential air conditioning business in India. Since then, the company has transformed into an established layer in defense air conditioning and equipment, steel structural fabrication, heavy machining, power transmission and distribution and overhead electrification. The company's footprint stretches from India to the Middle East and Africa.

KHUSHIYON KI GUARANTEE CONCEPT

Sometimes it is the simplicity of an idea that impresses the most.

Whether you buy a product or opt for a service, what do you expect out of it? You expect that the choice you have made should live up to your expectations, should be appreciated by your loved ones, and should prove to be a

wise decision in the long run. To sum it up, the product or service should make your life joyful and happy. And this is what Lloyd not only offers, but guarantees to its customers.

For the first time in India, a brand is giving such a heartwarming guarantee. Not just quality, technology or service, but the guarantee of complete happiness.

So when a customer calls our toll free number for any installation/service, or in case he has any issue with the product, he is sent a message with the complaint ID and a KKG code. It is mentioned in the message that the customer should give this KKG code to the service engineer only after he is completely satisfied and his issue has been resolved to his satisfaction.

The KKG code is taken from the customer and the call is closed after the call is attended. In case the KKG code is not given by the customer we know that more effort has to be made to make the customer happy. Thereafter the KKG cell at our head office takes over and does everything possible to make the customer happy to give his KKG number to us.

An initiative by **RED**
Read. Engage. Deliver.

INTERVIEW | Nipun Singhal | Director, Lloyd Electric & Engineering Limited

What is the approximate market size for the air conditioner industry and where do you find Lloyd currently in terms of its market share?

The market size of air conditioners in 2015 is expected to be 4 million. Lloyd currently has a market share of 8%.

What is the current growth rate of industry and how is it projected to grow in the coming years? What is Lloyd's contribution in this?

India's air conditioners market revenues are projected to grow at a CAGR of over 14%. India experiences hot and humid climate mainly from April to July and, consequently, the demand for air conditioners is highest during these four months. With a significantly lower penetration of ACs compared to other developing countries, India offers a lucrative opportunity to the leading AC manufacturers. Increasing disposable income, expanding middle class and the country's growing real estate sector are the key factors that are expected to drive the air conditioners market in India over the next five years. Lloyd is expected to increase its market share to 11% by 2016.

Would you please like to comment on Lloyd's contribution to HVAC&R category. And what further technological advancement, if any, is predicted in this segment.

Founded in 1956, Lloyd has a true-blue lineage of nearly 60 years in high-end air-conditioning and electrical applications for sectors like railways, defence,



greater transparency, higher energy efficiency standards, increased sustainability and a more responsible use of building resources. Lloyd's entire range of air conditioners qualify with the high energy efficiency standards of Bureau of Energy Efficiency (BEE). Most of the models use R410 refrigerant, which is environment friendly as it does not contain any chemicals that can damage the ozone layer, and is non-flammable and less toxic.

What are the new more efficient or innovative products with improved technology to be launched by Lloyd?

We at Lloyd keep innovative technology in top priority to provide consumers a better experience of our range of products. In the near future, Lloyd will be coming up with new products like refrigerators and solar air conditioners.

What are the expansion plans of Lloyd in near future?

■ We would like to increase our penetration and visibility of the brand

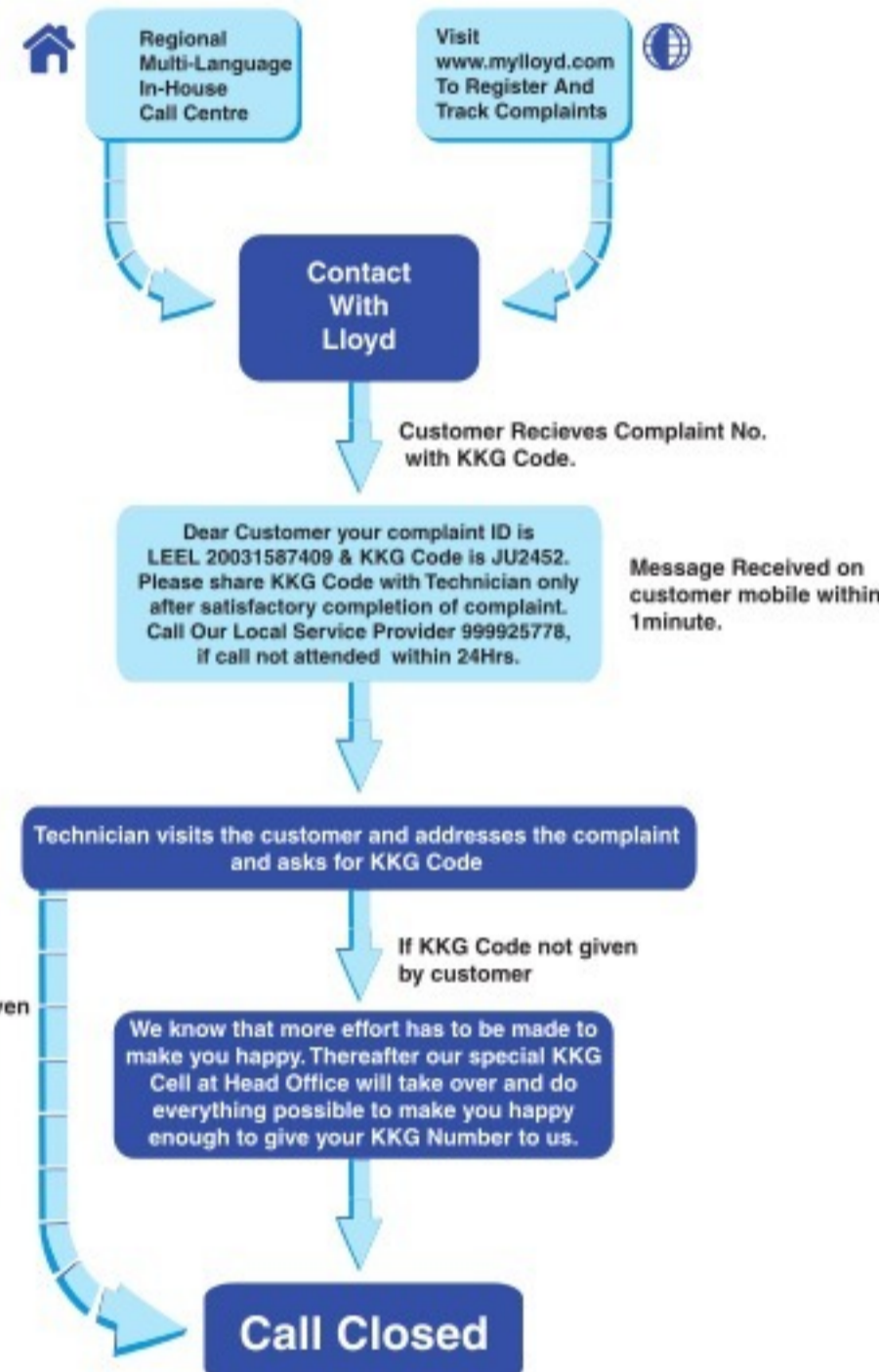
■ Increase focus on delivering best in class service, thereby, fulfilling our brand promise of Khushiyon Ki Guarantee to each and every customer

■ We would like to launch cutting-edge technology products in all our product segments for example curved Ultra HD (4K) LED TV, direct drive inverter motor washing machines, front loading washing machines and wider range of inverter ACs, small home appliances, chest freezers and water dispensers.

Keeping in mind the green buildings concept, how best accommodated are the Lloyd range of products?

Green's the word this year as the air conditioning industry begins to see a significant move toward

SERVICE KI GUARANTEE





Ab aapke haath mein

Get KKG Number when you call us for any service.







Your KKG (Khushiyon Ki Guarantee) Number is a prized possession for us. That's because if you don't give your KKG Number to our Service Engineer after the service, we will know that more effort has to be made to make you happy. Thereafter our special KKG Head Office Cell will take over and do everything possible to make you happy enough to give your KKG Number to us.

Visit us at www.myllloyd.com

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