



Why settle for less...

GO FOR MORE



CORPORATE OFFICE



QAG TOWERS

ABOUT STANDARD

STANDARD is a key brand of Havells India Ltd., India's leading FMEG Company that offers a wide range of highly differentiated Domestic & Industrial Switchgear products and Domestic Cables. The brand has been serving the Indian customers for over five decades and has built a formidable reputation with its high quality products in the domestic as well as international markets. The brand holds special connect with the nation's youth as it offers trendy designs and vibrant colours. The leading Bollywood actor, Ms Alia Bhat is the brand ambassador for Standard as she symbolises 'Youthful Energy and Exuberance.'

Standard offers products such as MCBs, RCCBs, Distribution Boards (DBs), MCCBs, RCBOs Changeover Switches, Switch Disconnector Fuses (SDFs), HBC Fuses, Modular Switches, Copper Flexible Cables etc. In 2014-15, STANDARD marked its entry into consumer product category with the launch of premium range of Fans. Today, STANDARD boasts of a comprehensive range of ceiling, table, wall-mounted, pedestal fans and domestic exhaust fans. As part of its strategy to expand bouquet of products, STANDARD has entered into water heater segment during FY17-18 as planned and plan to make foray into other segments soon.

STANDARD has a well-entrenched marketing and distribution network in the country with over 42 branch offices, 2000 authorized dealers, 30 Exclusive Brand Stores, and 10,000 strong retail outlets. The company also has a wide presence in International markets including SAARC Countries, Middle East, South East Asian countries, Malaysia, Singapore, South Africa, Kenya, Ghana, and Nigeria.

Standard has comprehensive infrastructure with state of the art facilities including plant, machinery and testing. STANDARD products are manufactured at the most modern plants located in different parts of the country such as Haridwar, Baddi, Sahibabad, Neemrana, Faridabad and Alwar. All STANDARD products are designed in adherence to Indian & International specifications and tested by nationally accredited laboratories CPRI/ERDA.

A strong R&D is in Standard's DNA as it constantly innovates and improves to deliver world-class products. Its R&D centers are equipped with supreme quality CAD/CAM machines for its entire stage of design and development. The R&D team continuously works to create new products with high reliability and safety that satisfactorily cater to the ever-changing demands of various segments of customers. All its products are manufactured with the capacity to carry 10% higher current and can withstand abrupt jump in temperatures even during severe overloading conditions. It offers best in class safety features along with better performance during low voltage conditions as well. STANDARD's entire product range offers high performance, best design and superior features like energy savings, longer life and shock proof to name a few.

With its mission to offer quality products, efficient customer service and everlasting relationship with partners, STANDARD holds unbeatable advantages

like expertise in LT Switchgear since last four decades, technology leadership, excellent brand perception, wide dealer network,

excellent after sales service and value for money to its customers.

Today, STANDARD FANS are also carving a niche in the highly competitive and fragmented market of fans with some of the best designs and features that backed by latest technology. The entire range comes with a 2 year guarantee backed by best-in-class after sales support.

The R & D and Business Development Teams at STANDARD are now working on many new product categories which would be unveiled soon.

STATE OF THE ART MANUFACTURING PLANT



AUTOMATIC OUTER BODY ROLLING

Most advanced outer body rolling with seamless welding system.

CNC controlled automatic punching machine.

Special purpose necking machine for precise bending.



PORCOGLASS TECHNOLOGY

Fully automatic shot blasting machine to remove impurities and oxides.

Swiss made fully automatic dry Porcoglass coating machine.

Baking of coated tanks in PLC controlled, gas fired furnace for fusion of glass and 'steel, ensuring longer life.'



WELDING SHOP

Best technologies from Japan ensure fool proof welding joints for years of trouble free service.

Welding of end caps and shells in an automatic MIG / Plasma welding line.

Each welded tank is tested for leakage at high pressure.



PRESS SHOP

Automatic Hydraulic Presses for deep drawing of Steel sheets for making end covers of Tanks.

Automatic Robots for loading and unloading of press machines.

Automatic System ensures high productivity and consistency in parts.

Standard takes pride for having India's most modern and integrated water heater manufacturing plant as part of its commitment to 'Make in India' program. Located inside 40-acre Neemrana complex, the plant has a capacity of producing over 500,000 units annually.

The advanced plant uses automation and new age manufacturing techniques such as automated Metal Inert Gas (MIG) welding, dry powder enamel coating, automatic PUF filling, CFC-free (environment friendly) PUF insulation, and outer body-rolling for the metal range. These advancements help Standard ensure that its water heaters offer long life even in areas that are supplied with hard water, and their tanks are resistant to corrosion and provide maximum energy efficiency.

The one-of-its-kind plant in Neemrana also features a computerized online safety testing process that makes sure that every Standard water heater is completely safe to use.

DROID - M

Storage Hexagonal Water Heater

+ CONTEMPORARY DESIGN + ANTI-CORROSION TANK + 7 YEARS WARRANTY*



Unique hexagonal design enhances the beauty of a bathroom and utilises optimum space by its compact size.

Hexagon design adds a modern touch to the ambience

Porcoglass coated inner tank protects against rust & corrosion to provide longer life

BEE 5-star rated product provides high energy savings



PORCO GLASS™
TECHNOLOGY



PRECISE
TEMPERATURE
CONTROL



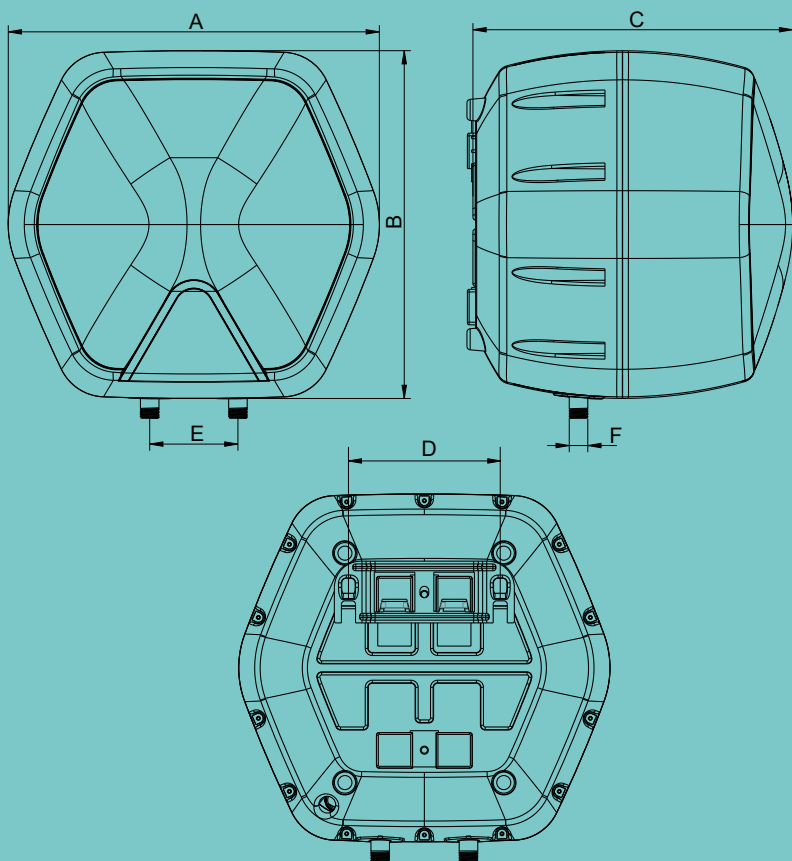
FREE
FLEXI PIPES**

*Warranty on inner tank | **T&C apply

Capacity : 10 L, 15 L & 25 L

Color : White

Technical dimensions in mm



Model	A	B	C	D	E	F
10 L	421 mm	394 mm	302 mm	172 mm	100 mm	12.7 mm (G 1/2)
15 L	421 mm	394 mm	321 mm	172 mm	100 mm	12.7 mm (G 1/2)
25 L	491 mm	461 mm	408 mm	172 mm	100 mm	12.7 mm (G 1/2)

* Note : All dimension are in mm, dimensions tolerances ± 5 mm.



Features



Incoloy 800 heating element with enamel coating
Highly resistive to corrosion giving it a longer life



Magnesium Anode
To help increase life of Storage Tank



Durable inner tank
Single weld line tank made of ultra thick superior quality steel



Inlet water tube with whirl flow
No immediate direct contact between cold and hot water for faster heating



Dual safety feature
With automatic thermal cutoff & thermostat



High density CFC free Polyurethane Foam (PUF) insulation
For energy efficiency and to store hot water for longer duration



Adjustable Thermostat
All weather temperature setting with maximum temperature of 75 °C



Multi functional safety valve
For protection against excessive pressure (> 8 bar), ideal for high rise buildings

AMEO

Storage Plastic Water Heater

+ ANTI-CORROSION TANK + 7 YEARS WARRANTY* + PRECISE TEMPERATURE CONTROL



Built with Porco Glass Technology, bring home the long-lasting Ameo water heaters.

Porco Glass coating on the storage tank for longer life

Multi-functional safety valve for protection against excessive pressure

Innovative Whirl Flow Technology for quick heating

Heavy duty magnesium anode for added protection



PORCO GLASS™
TECHNOLOGY



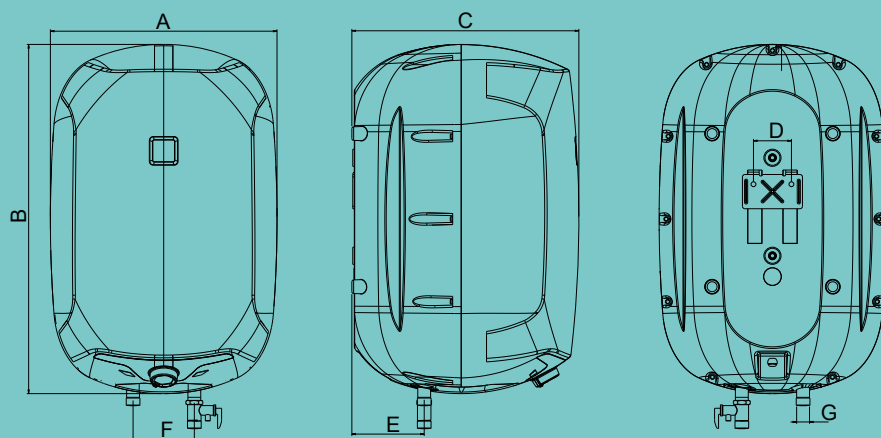
FREE
FLEXI PIPES**

*Warranty on inner tank | **T&C apply

Capacity : 10 L, 15 L & 25 L
Colors : White Blue & Ivory Red



Technical dimensions in mm



Model	A	B	C	D	E	F	G
10 L	318 mm	462 mm	302 mm	62 mm	79 mm	110 mm	12.7 mm (G 1/2)
15 L	330 mm	485 mm	321 mm	62 mm	94 mm	100 mm	12.7 mm (G 1/2)
25 L	370 mm	570 mm	371 mm	62 mm	118 mm	100 mm	12.7 mm (G 1/2)

* Note : All dimension are in mm, dimensions tolerances ± 5 mm.

Features



Incoloy 800 heating element with enamel coating
Highly resistive to corrosion giving it a longer life



Durable inner tank
Single weld line tank made of ultra thick superior quality steel



Dual safety feature
With automatic thermal cutoff & thermostat



Adjustable Thermostat
All weather temperature setting with maximum temperature of 75 °C



Magnesium Anode
To help increase life of Storage Tank



Inlet water tubes with whirl flow
No immediate direct contact between cold and hot water for faster heating



High density CFC free Polyurethane Foam (PUF) insulation
For energy efficiency and to store hot water for longer duration



Multi functional safety valve
For protection against excessive pressure (> 8 bar), ideal for high rise buildings

AMAZER

Storage Metal Water Heater

+ QUICK HEATING TECHNOLOGY + ANTI-CORROSION TANK + 7 YEARS WARRANTY*



Bring home the tough Amazer, made with a heavy duty protective magnesium anode.

Superior magnesium anode for added strength

Innovative Whirl Flow Technology for quicker heating

Multi-functional safety valve for protection against excessive pressure

Preset thermal cut-out



PORCO GLASS™
TECHNOLOGY



PRECISE
TEMPERATURE
CONTROL



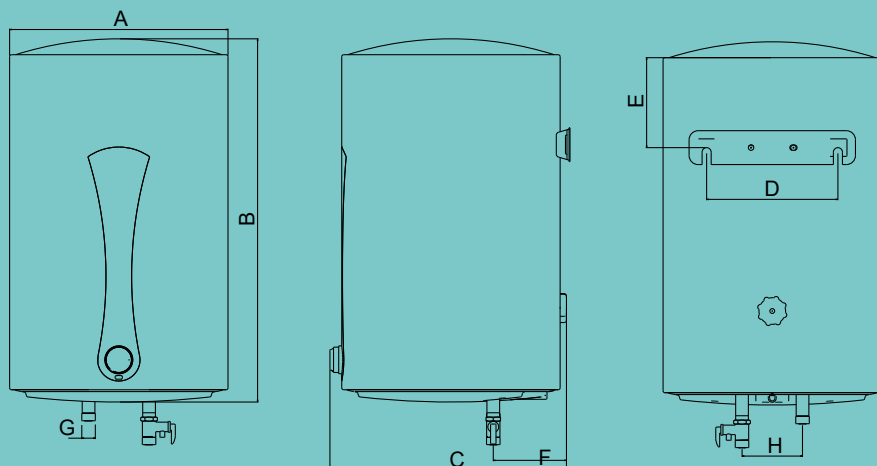
FREE
FLEXI PIPES**

*Warranty on inner tank | **T&C apply

Capacity : 10 L, 15 L, 25 L, 35 L & 50 L
 Colors : White Blue & Ivory Red
 5 Star : 10 L, 15 L, 25 L, & 35 L
 4 Star : 50 L



Technical dimensions in mm



Model	A	B	C	D	E	F	G
Amazer 10 L	311 mm	440 mm	342 mm	217 mm	171 mm	12.7 mm (G 1/2)	100 mm
Amazer 15 L	311 mm	542 mm	342 mm	217 mm	174 mm	12.7 mm (G 1/2)	100 mm
Amazer 25 L	361 mm	602 mm	394 mm	217 mm	181 mm	12.7 mm (G 1/2)	100 mm
Amazer 35 L	411 mm	620 mm	444 mm	217 mm	192.5 mm	12.7 mm (G 1/2)	100 mm
Amazer 50 L	461 mm	643 mm	494 mm	217 mm	172 mm	12.7 mm (G 1/2)	100 mm

* Note : All dimension are in mm, dimensions tolerances ± 5 mm.

Features



Incoloy 800 heating element with enamel coating
 Highly resistive to corrosion giving it a longer life



Dual safety feature
 With automatic thermal cutoff & thermostat



Magnesium Anode
 To help increase life of Storage Tank



High density CFC free Polyurethane Foam (PUF) insulation
 For energy efficiency and to store hot water for longer duration



Durable inner tank
 Single weld line tank made of ultra thick superior quality steel



Adjustable Thermostat
 All weather temperature setting with maximum temperature of 75 °C



Inlet water tubes with whirl flow
 No immediate direct contact between cold and hot water for faster heating



Multi functional safety valve
 For protection against excessive pressure (> 8 bar), ideal for high rise buildings

AMAZE

Storage Metal Water Heater

+ DUAL SAFETY MECHANISM + ANTI-CORROSION TANK + 6 YEARS WARRANTY*



Designed with a new attractive decal, the tough Amaze is made beautiful.

Superior magnesium anode for added strength

Innovative Whirl Flow Technology for quicker heating

Multi-functional safety valve for protection against excessive pressure

Preset thermal cut-out



PORCO GLASS™
TECHNOLOGY

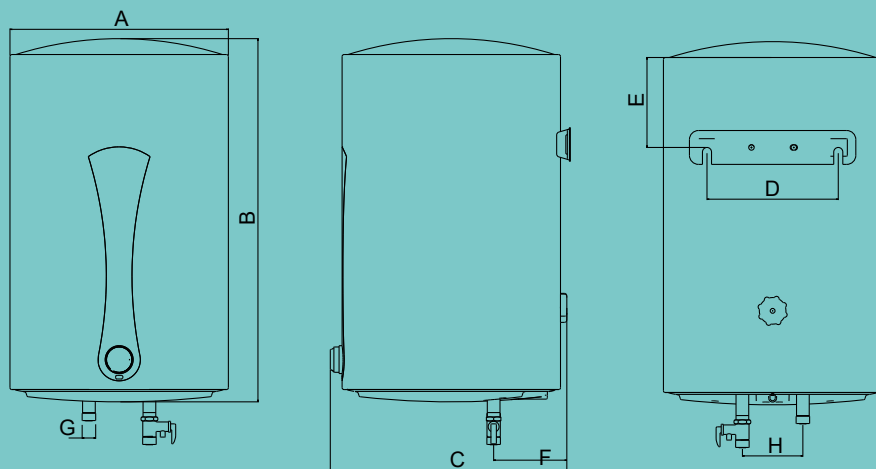


PRECISE
TEMPERATURE
CONTROL

Capacity : 10 L, 15 L, & 25 L
Colors : White Blue



Technical dimensions in mm



Model	A	B	C	D	E	F	G	H
10 L	311 mm	390 mm	342 mm	217 mm	121 mm	101 mm	12.7 mm (G1/2)	100 mm
15 L	311 mm	492 mm	342 mm	217 mm	124 mm	101 mm	12.7 mm (G1/2)	100 mm
25 L	361 mm	552 mm	394 mm	217 mm	131 mm	125 mm	12.7 mm (G1/2)	100 mm

* Note : All dimension are in mm, dimensions tolerances ± 5 mm.

Features



Incoloy 800 heating element with enamel coating
Highly resistive to corrosion giving it a longer life



Magnesium Anode
To help increase life of Storage Tank



Durable inner tank
Single weld line tank made of ultra thick superior quality steel



Water tubes with whirl flow
No immediate direct contact between cold and hot water for faster heating



Dual safety feature
With automatic thermal cutoff & thermostat



High density CFC free Polyurethane Foam (PUF) insulation
For energy efficiency and to store hot water for longer duration



Adjustable Thermostat
All weather temperature setting with maximum temperature of 75 °C



Multi functional safety valve
For protection against excessive pressure (> 8 bar), ideal for high rise buildings

AMAZER-H

Storage Metal Water Heater

Capacity : 10 L, 15 L & 25 L

Color : White Blue

+ COMPACT DESIGN + REVERSIBLE OPERATION + 7 YEARS WARRANTY*



Horizontal water heater is available in both right and left orientation.

Superior magnesium anode for added strength

Longer life with Incoloy 800 heating element with enamel coating to resist corrosion

Multi-functional safety valve for protection against excessive pressure



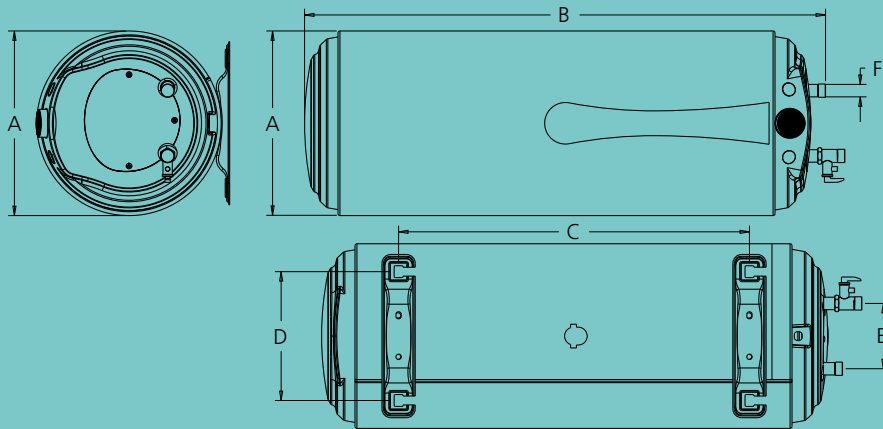
PORCO GLASS™
TECHNOLOGY



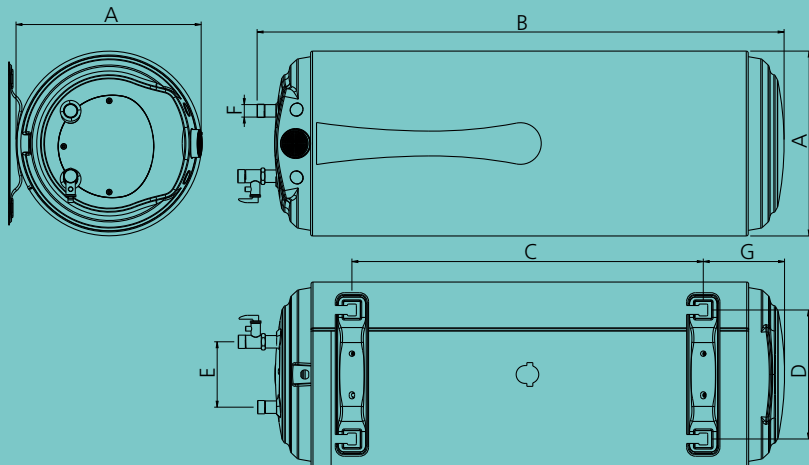
FREE
FLEXI PIPES**

Technical dimensions in mm

Right hand side inlet outlet

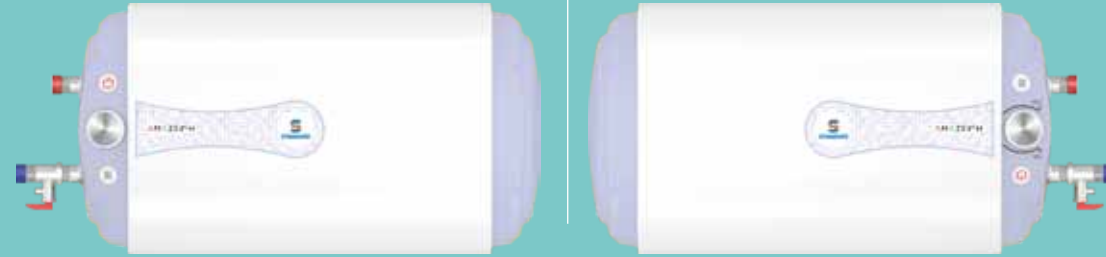


Left hand side inlet outlet



Model	A	B	C	D	E	F	G
10 L	311 mm	473 mm	190 mm	217 mm	110 mm	12.7 mm (G 1/2)	130 mm
15 L	311 mm	602 mm	320 mm	217 mm	110 mm	12.7 mm (G 1/2)	130 mm
25 L	311 mm	875 mm	591 mm	217 mm	110 mm	12.7 mm (G 1/2)	130 mm

* Note : All dimension are in mm, dimensions tolerances ± 5 mm.



Features



Incoloy 800 heating element with enamel coating
Highly resistive to corrosion giving it a longer life



Dual safety feature
With automatic thermal cutoff & thermostat



Magnesium Anode
To help increase life of Storage Tank



High density CFC free Polyurethane Foam (PUF) insulation
For energy efficiency and to store hot water for longer duration



Durable inner tank
Single weld line tank made of ultra thick superior quality steel



Adjustable Thermostat
All weather temperature setting with maximum temperature of 75 °C



Inlet Water tube with whirl flow
No immediate direct contact between cold and hot water for faster heating



Multi functional safety valve
For protection against excessive pressure (> 8 bar), ideal for high rise buildings

LYFT - 6 L

Storage Plastic Water Heater

+ ANTI-CORROSION TANK + RUST PROOF ABS BODY + 7 YEARS WARRANTY*



Lift your bathroom and kitchen's style quotient with the sleek and simple Standard Lyft.

Single weld line tank made of ultra-thick superior cold rolled steel

High Precision Precalibrated Thermostat to help increase life of heating element



PORCO GLASS™
TECHNOLOGY

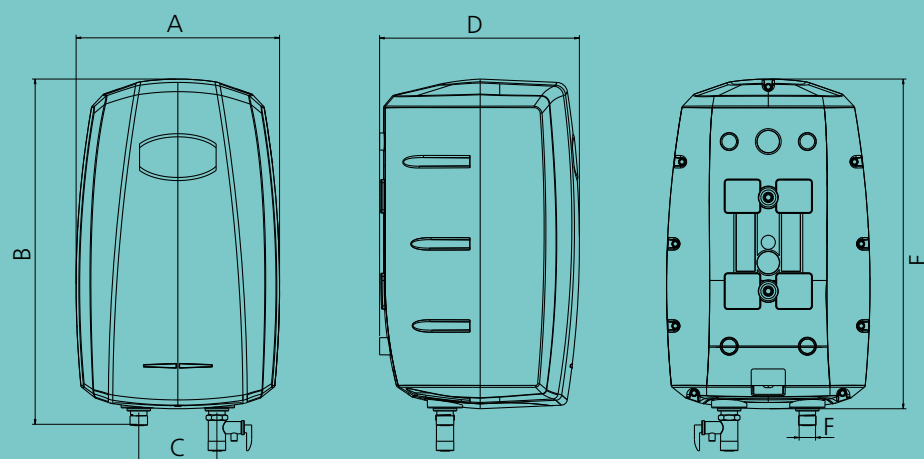


FREE
FLEXI PIPES**

Capacity : 6 L
Color : White



Technical dimensions in mm



Model	A	B	C	D	E	F
6 L	260 mm	442 mm	100 mm	256 mm	422 mm	12.7 mm (G 1/2)

* Note : All dimension are in mm, dimensions tolerances ± 5 mm.

Features



Incoloy 800 heating element with enamel coating
Highly resistive to corrosion giving it a longer life



Magnesium Anode
To help increase life of Storage Tank



Durable inner tank
Single weld line tank made of ultra thick superior quality steel



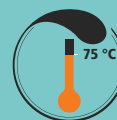
Rust Proof Body
High quality ABS outer body



Dual safety feature
With automatic thermal cutoff & thermostat



High density CFC free Polyurethane Foam (PUF) insulation
For energy efficiency and to store hot water for longer duration



High Precision Pre-calibrated Thermostat
To help increase life of heating element



Multi functional safety valve
For protection against excessive pressure (> 8 bar), ideal for high rise buildings

LYFT PREMIUM & LYFT

Instant Water Heater

+ CONTEMPORARY DESIGN + RUST PROOF ABS BODY + 5 YEARS WARRANTY*



Show off your style quotient with the compact and effective Standard Lyft water heaters.

Innovative compact design for easy installation

Superior 304 grade stainless steel ultra-thick tank

Rust proof high quality ABS outer body



UNIQUE
DESIGN



SUPERIOR
304 GRADE
STAINLESS
STEEL TANK



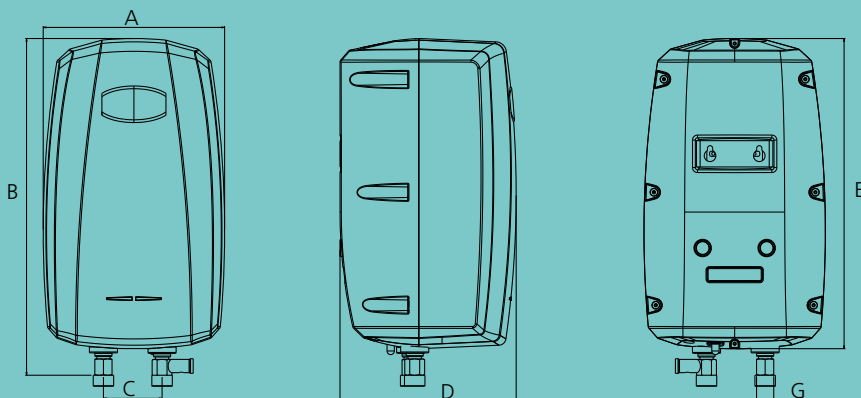
FREE
FLEXI PIPES**

*Warranty on inner tank | **Available on Lyft Premium

Capacity : 3 L for both and 1 L for white only
 Color : White



Technical dimensions in mm



Model	A	B	C	D	E	F
1 L	171 mm	329 mm	64 mm	164 mm	299 mm	12.7 mm (G 1/2)
3 L	198 mm	368 mm	64 mm	193 mm	339 mm	12.7 mm (G 1/2)

* Note : All dimension are in mm, dimensions tolerances ± 5 mm.

Features



Stainless Steel Tank

Ultra thick & superior 304 grade SS tank



Rust Proof Body

High quality ABS outer body



Safety valve (> 6.5 bar)

Protection against excessive pressure & ideal for high rise building



High Precision Pre-calibrated Thermostat

To help increase life of heating element



Preset Thermal Cutout

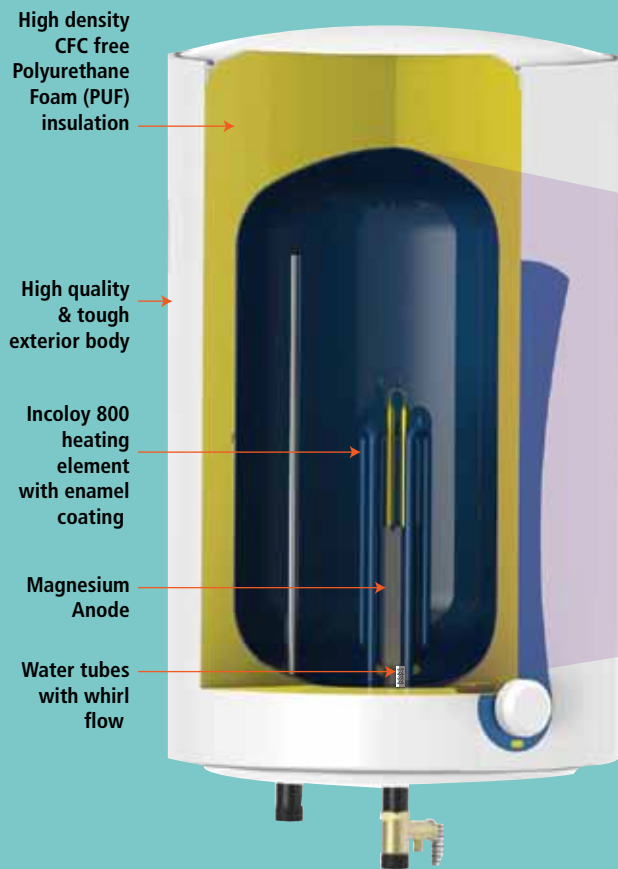
Automatic cut out on high & unsafe temperature



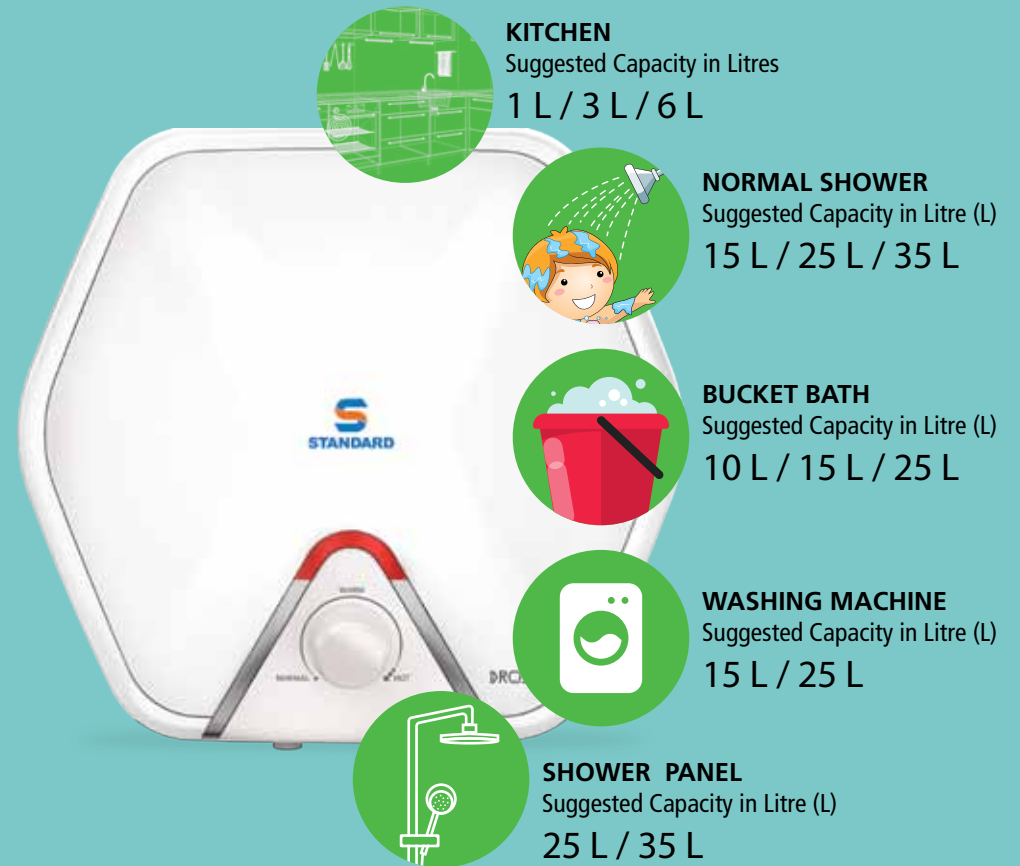
Fire Retardant Power Cord

For safety & protection

PRODUCT KNOWLEDGE



GUIDE TO WATER HEATER SELECTION



SPECIFICATION SHEET



Rated Capacity in Litre	DROID-M			AMEO			AMAZER					AMAZE			AMAZER - H			LYFT 6 L	LYFT PREMIUM 3 L	LYFT 3 L		LYFT 1 L	
	10 L	15 L	25 L	10 L	15 L	25 L	10 L	15 L	25 L	35 L	50 L	10 L	15 L	25 L	10 L	15 L	25 L	3 kW	3 kW	3 kW	4.5 kW	3 kW	4.5 kW
Mounting	Vertical			Vertical			Vertical					Vertical			Horizontal			Vertical	Vertical	Vertical		Vertical	
Rated Voltage (V) & frequency (Hz)	230 V / 50 Hz			230 V / 50 Hz			230 V / 50 Hz					230 V / 50 Hz			230 V / 50 Hz			230 V / 50 Hz	230 V / 50 Hz	230 V / 50 Hz		230 V / 50 Hz	
Rated Power Input (W)	2000 W			2000 W			2000 W					2000 W			2000 W			3000 W	3000 W	3000 W	4500 W	3000 W	4500 W
Rated Current (A)	8.7 A			8.7 A			8.7 A					8.7 A			8.7 A			16 A	16 A	16 A	25 A	16 A	25 A
Mean Hot Water Output Temp. (°C)	75 °C			75 °C			75 °C					75 °C			75 °C			75 °C	75 °C	75 °C		75 °C	
Rated Pressure in MPa	0.8 MPa			0.8 MPa			0.8 MPa					0.8 MPa			0.8 MPa			0.8 MPa	0.65 MPa	0.65 MPa		0.65 MPa	
Standing Loss in kWh / 24 h / 45 °C	0.365 kWh	0.419 kWh	0.511 kWh	0.365 kWh	0.419 kWh	0.511 kWh	0.365 kWh	0.419 kWh	0.511 kWh	0.584 kWh	0.742 kWh	0.401 kWh	0.461 kWh	0.562 kWh	0.401 kWh	0.461 kWh	0.562 kWh	0.291 kWh	NA	NA	NA	NA	NA
Reheating Time in minutes to raise 50 °C (min)	19 min	30 min	60 min	15 min	20 min	35 min	15 min	23 min	43 min	80 min	95 min	15 min	23 min	43 min	15 min	20 min	35 min	11 min	NA	NA	NA	NA	NA
Weight of water heater (in kg)																							
Water Filled (kg)	19.2 kg	25.15 kg	38.3 kg	18.2 kg	24.3 kg	36.8 kg	21.1 kg	27.7 kg	41.1 kg	52.8 kg	71 kg	21.1 kg	27.7 kg	41.1 kg	19.4 kg	26.6 kg	41 kg	12.4 kg	6.06 kg	6.06 kg	6.06 kg	3.2 kg	3.2 kg
Water proof degree	IP X 4			IP X 4			IP X 4					IP X 4			IP X 4			IP X 4					
Class of appliance	Class I			Class I			Class I					Class I			Class I			Class I		Class I		Class I	
Star Rating	5 star			5 Star			5 star	5 star	5 Star	5 Star	4 Star	4 star	4 star	4 Star	4 star			5 Star	NA	NA		NA	
Product Warranty	2 years			2 years			2 years					2 years			2 years			2 years	2 years	2 years		2 years	
Heating Element Warranty	4 years			4 years			2 years					2 years			2 years			4 years	2 years	2 years		2 years	
Tank Warranty	7 years			7 years			7 years					6 years			7 years			7 years	5 years	5 years		5 years	

REGIONAL & BRANCH OFFICES

NORTH - REGIONAL OFFICE:

Corporate Office	: QRG Towers, 2D, Sector-126, Expressway, Noida-201304, Tel: 0120-3331000
Delhi	: Tel: 011-47676700, 23888200
Chandigarh	: Tel: 0172-4232400-401
Dehradun	: Tel: 0135-6670202
Noida / Haryana	: Tel: 0120-3331000
Ludhiana	: Tel: 0161-4676000 / 24
Jammu	: Tel: 0191-2478330, 2479330
Sri Nagar	: Tel: 0194-2490431
Jaipur	: Tel: 0141-3914645, 3988210
Jodhpur	: Tel: 0291-9214201640 / 45,
Lucknow	: Tel: 0522-6672100
Kanpur	: Tel: 0512-6710400, 6710409

EAST - REGIONAL OFFICE:

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Bhubaneshwar	: Tel: 0674-6668101/102/103/104
Guwahati	: Tel: 0361-2134521, 2458923, 2460355
Siliguri	: Tel: 0353-2525907
Ranchi	: 0651-2244861, 2244862, 2244864, 2244868, 2244869
Jamshedpur	: Tel: 0657-6542492, 09234369436
Patna	: Tel: 0612-2207221, 2207222, 2207223, 2655518

Representative Offices: • Goa • Solapur • Gwalior • Kathmandu • Bhopal

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Ahmedabad	: Tel: 079-40061111, 40060738-740
Indore	: Tel: 0731-2572340-41, 4009998 (Airtel)
Rajkot	: Tel: 0281-2481112, 2921212
Nagpur	: Tel: 0712-2240932, 2242692, 2242699
Pune	: Tel: 020-64016413 / 14
Raipur	: Tel: 0771-4243400 / 01
Surat	: Tel: 0261-2350137, 9979890137
Jabalpur	: Tel: 0761-4064491

SOUTH - REGIONAL OFFICE:

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Bangalore	: Tel: 080-49075000
Coimbatore	: Tel: 0422-4550200, 2305199, 2306199
Hyderabad	: Tel: 040-27533372, 27533355, 27533632, 66320407/0408/6401/6402
Kochi	: Tel: 0484-4099000
Vishakapatnam	: Tel: 0891-6514339
Vizag	: Tel: 0891-6514339
Vijayawada	: Tel: 91+9247058847/57
Calicut	: 0495-4019194
Madurai	: 0452-4267022
Trivandrum	: 0471-4015323
Hubli	: 09448146028
Trichy	: 09944460160

Actual products may vary in colour, design, description and colour combination etc. Although every effort has been made to ensure accuracy in the compilation of the technical detail within this publication. Specifications & performance data are constantly changing.

Havells India Ltd.

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CIN - L31900DL1983PLC016304.

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on Standard products
scan the QR code.

