



V-Guard Industries Limited, which started as one man's passion to build and market safe voltage stabilizers in 1977, has grown on to become one of the most trusted electrical appliance major in India. The brand over the years has diversified from voltage stabilizers to a host of household appliances. V-Guard, over 40 years, has built itself as a brand that is not just trusted but also respected by the consumer and the business community. From limited distribution in Kerala, to dominating the stabilizer category in the whole of South India and then expanding to the rest of the country, V-Guard today is a pan-India brand on its promise of quality and reliability. Quality that beats every other brand at a price that delights consumers. As the world evolves technologically, it is V-Guard's endeavour to stay relevant with changing trends. Therefore, V-Guard will continue create a range of thoughtful products that are centred on enriching the consumer's life.



Market

Since time immemorial, India has had to bear the brunt of power cuts and uneven power supply. It wasn't till many years later that industries began to consider alternatives with efforts from a handful of companies to develop voltage stabilizers. Most of these early stabilizers were ungainly boxes, had manual operations or were simply unreliable. All that changed when V-Guard began operations in 1977 with two employees huddled in a small room.

V-Guard stabilizers today have a reputation of unmatched quality and reliability. A premium product that has established itself as a reliable and superior market leader. V-Guard is the only pan-India player in stabilizers and battles local competitors in different states and regions, with aplomb. Various estimates peg the stabilizer market at around ₹1,500 crore almost equally split between the organised and unorganised sectors. The market is expected to register a healthy growth backed by surging sales of consumer durables such as air conditioners, refrigerators, televisions, etc., which invariably require a stabilizer to protect against power fluctuations. Moreover, growing demand from Tier II, Tier III and Tier IV cities, coupled with increasing disposable income is further expected to positively influence the Indian voltage stabilizer market.

Achievements

From a humble sale of two stabilizers a day, V-Guard now gives the country around 3 lakh stabilizers a month. In doing so, it commands more than 50% of the overall market

share in the organised sector as per internal estimates. It now boasts of being not just the pioneer but also the No. 1* undisputable stabilizer brand in the market. With constant innovations and cutting-edge design, it created unique stabilizers, unthought-of before, for specific appliances like ACs, Refrigerators and LED TVs and other hi-tech appliances. While its jelly-bean design set the benchmark for the category way back in 1980s, its newest creation, the Arizor, is set to become a game-changing masterpiece in the category.

THERE ARE
OVER

30
MILLION

V-GUARD
STABILIZERS IN
USE ACROSS
INDIA

Little wonder that V-Guard Stabilizer has been selected Superbrands by consumers in three consecutive surveys.

History

With a meagre borrowed capital of ₹1 lakh from his father, Kochouseph Chittilappilly paved the way to a spectacular success story. From a garage to a world-class company, he began by setting up small manufacturing units for stabilizers and expanding the portfolio of products. With stringent quality control measures, quality products, reliable technology, excellent customer service and a responsible approach to business, he proved to the world that the romantic idea of building a world-class company could be realised with initiative and commitment.

In 2012, Kochouseph Chittilappilly passed on the baton to his son Mithun K. Chittilappilly who took over as Managing Director and fast tracked the growth of the company. V-Guard surpassed a turnover of ₹1,000 crore in 2012 with innovative strategies, efficient workflow and marketing with strict quality control measures. And within a span of two years, in 2014 it saw an increase of 50% in turnover to reach ₹1,500 crore. Today V-Guard stands tall with over ₹2,400 crore in turnover.

Having traversed a journey of over 40 years, V-Guard has committed itself to keep transforming and creating products that not just add value to the consumers but also give them hope that tomorrow is a better day.

Product

Today, V-Guard operates across a wide range of more than fifteen product categories. It is present in not just stabilizers but also electric water heaters, solar water heaters, fans, modular switches, wires, MCBs & DBs, UPS, inverters, inverter batteries, solar power system, pumps & motors, air coolers and kitchen appliances.



Every category has been envisioned with consumer insights and fulfilling their aspirational goals. Resonating with consumers' expectations for fusion of a sophisticated design and superior performance, V-Guard launched its state-of-the-art stabilizer for inverter ACs – Arizor. This new offering is designed aesthetically so superior that it not only complements the AC but also gives it a look upgrade.

V-Guard stabilizer models are engineered to give a stable output for a wide range of input voltage. They can either boost if the input is lower than the normal voltage or buck if the input voltage is higher than normal voltage so that output is always within the safe limit for the connected appliance. Also, these stabilizers provide a programmable time delay (Intelligent Time Delay System ITDS) in switching the output voltage. Many electrical appliances such as refrigerators and air conditioners need a resting period of a few minutes before switching on after a switch-off or power failure, to safeguard the appliances.

A user friendly digital display in V-Guard stabilizers indicates the present status of input and output voltage. It also indicates the status of the protection mode – whether it is low voltage, high voltage or overload. In just a glance at the display indicator, consumers can easily understand and can make sure that the connected appliance is working in the safe voltage range.

In its endeavour to reach every nook and corner of the country, V-Guard has formed a vast network of distributors, direct dealers, retailers and service centres.

To abide by its commitment to quality and pushing technological barriers, V-Guard pioneered



by bringing IoT technology in its water heaters with its breakthrough, Verano Water Heater and Smart Inverter. It also added a dimension to the ubiquitous ceiling fan by making a LED fan with a million light combinations. All this is a testimony that a trusted brand is expected to create products that delight and reflect the ever-changing consumer aspirations.

Recent Developments

V-Guard believes that when you talk the talk you also walk the path.

To serve customers better and enhance their delight, V-Guard has embarked on a series of transformational exercises across functions, ushering in a paradigm shift in sales & marketing and quality-first processes across the organisation.

V-Guard also believes that a new initiative needs a new face and an intrinsic change in the way the world views it. This led to a massive change in brand identity not just in look, logo and packaging, but also in the orientation of its employees and its partners. From a stoic, trusted electrical products company, it set its sights to be an intuitive and innovative consumer brand which will touch and delight consumers in all aspects of their lives.

Promotion

V-Guard supports certain key products during relevant seasons to maximise impact and marketing efficiency. Its primary choice of media has been television as it looks to build scale and stature for the brand.

V-Guard is now exploring new media to drive a wider and more frequent interaction with its loyalists – consumers and potential consumers. Print, radio and outdoor are used selectively at strategic intervals and geographies.

In recent years, V-Guard has invested significantly in digital media to connect with young consumers. Following a holistic approach to communication, V-Guard is exploring social media and digital opportunities. Digital medium is being used to amplify the efforts on television in a bid to spread brand awareness. It is progressively increasing its digital spends keeping in mind the new age consumer whose media consumption habits are changing and evolving.

The brand is increasingly exploring technological solutions at point of sales to communicate with consumers – from a

motion sensor talking standee that communicates to consumers at retail points as they walk past, to an augmented reality poster providing an immersive product experience.

V-Guard's constant endeavour towards creative excellence has not only helped garner consumer appreciation but has also resulted in multiple awards at reputed national and international industry forums. V-Guard's Brand Identity and AC stabilizer TV campaigns were awarded at the 13th Edition of Pepper Creative Awards – 2019 which is South India's biggest and one of India's largest advertising awards festival. V-Guard's AC stabilizer campaign was adjudged winner of the Best Advertising Campaign in the consumer durable category by International Advertising Association (IAA) which is an industry recognised body of marketing communication. The entries range from advertisers to media companies as well as advertising and interactive agencies, direct marketing companies and even individual practitioners. V-Guard's campaign was awarded from over 7,000 pieces of work evaluated by an elite panel of renowned marketers.

Brand Values

V-Guard has recently undergone a brand repositioning exercise as part of its efforts to evolve the 40-year-old brand into a new-



generation, technology-driven smart organisation. The brand's key symbol, the kangaroo, has transformed into a more agile, contemporary entity embodying innovation and progressiveness. V-Guard's new tag line – Bring Home A Better Tomorrow – aligns to the brand's promise of delivering thoughtful products and experiences to its consumers for a better tomorrow.

Things you didn't know about V-GUARD

- * V-Guard was making 50 voltage stabilizers a month in 1977. Today, 40 years later, V-Guard is the largest manufacturer of voltage stabilizers in the country
- * V-Guard's founder Kochouseph Chittilappilly veered towards philanthropy by donating one of his kidneys to an unknown truck driver. The intention behind this act was to remove the stigma against kidney donations and encourage others to donate organs to save lives
- * Every second branded stabilizer sold in India is a V-Guard stabilizer

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