



STANDARD

Performance Ka
Higher Standard



BRING HOME STYLE
FOR YEARS TO COME



About STANDARD

For over five decades, Standard Electricals has epitomized excellence in design, technology, and features across each of its product range viz. Fans, Water Heaters, MCBs, RCCBs, Distribution Boards (DBs), RCBOs Changeover Switches, Modular Switches, Copper Flexible Cables, etc.

Our commitment to 'Performance ka Higher Standard' ensures products with the best combination of stunning designs and advanced features, integrated with the latest technology for enhanced performance, efficiency, and long-term durability, thereby offering immense value to our customers.

Strong Market Presence

Standard Electricals boasts a robust marketing and distribution network comprising 39 branch offices, over 3,000+ authorized dealers, 30+ exclusive brand stores, and access to 22k+ retail outlets, across India.

We have a significant international presence in the SAARC countries, the Middle East, Southeast Asia (including Malaysia and Singapore), as well as in South Africa, Kenya, Ghana, and Nigeria.

Make In India

Standard Electricals championed the "MAKE IN INDIA" initiative long before it gained such popularity.

Our products adhere strictly to both national and international specifications and are tested by nationally accredited laboratories, CPRI/ERDA. We manufacture our products at our state-of-the-art facilities located in Haridwar, Baddi, Sahibabad, Neemrana, Faridabad, and Alwar.

QRC TOWERS



 **HAVELLS**

LLOYD

HAVELLS @rabtree

 **STANDARD**

REO

STANDARD SWITCHES CATALOGUE

D U R A B L E

S L E E K

E L E G A N T

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Wine Red

ALINA GLASS FINISH

A glass finish that drapes your walls in natural grace, this range offers a contemporary panache that elevates every décor.

Wine Red

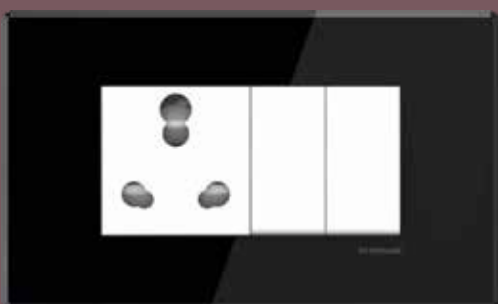


Sea Green





Black



White



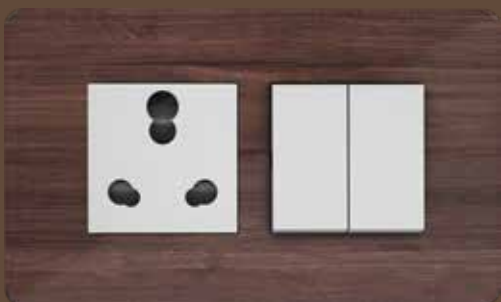


Wenge

ALINA WOOD FINISH

Switches that softly echo timeless simplicity and steadfast reliability, melding seamlessly with your decor to offer quiet, enduring elegance.

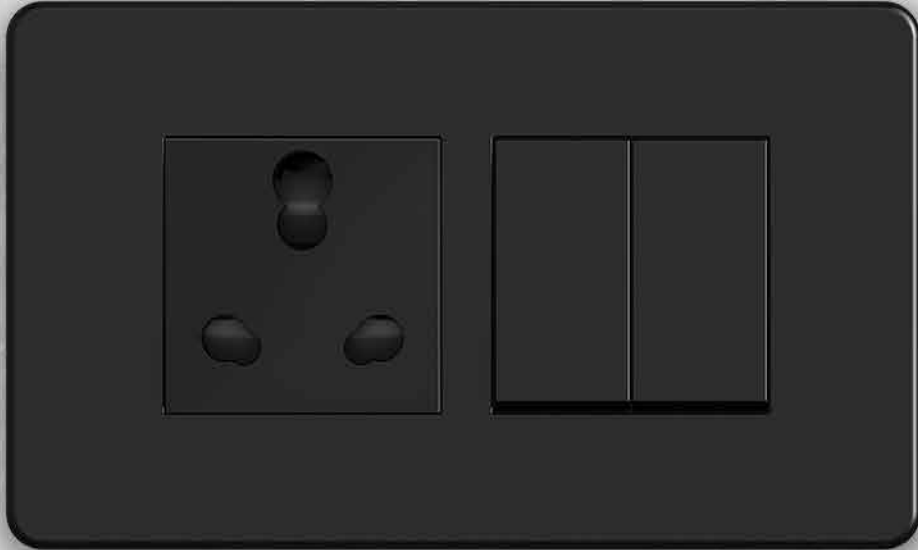
Wenge



Walnut







Black

ALINA

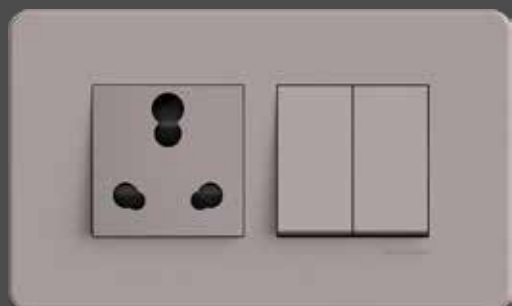
ESSENTIAL RANGE

Experience the elegance of simplicity with a collection that adds a touch of completeness and sophistication to your space.

Black



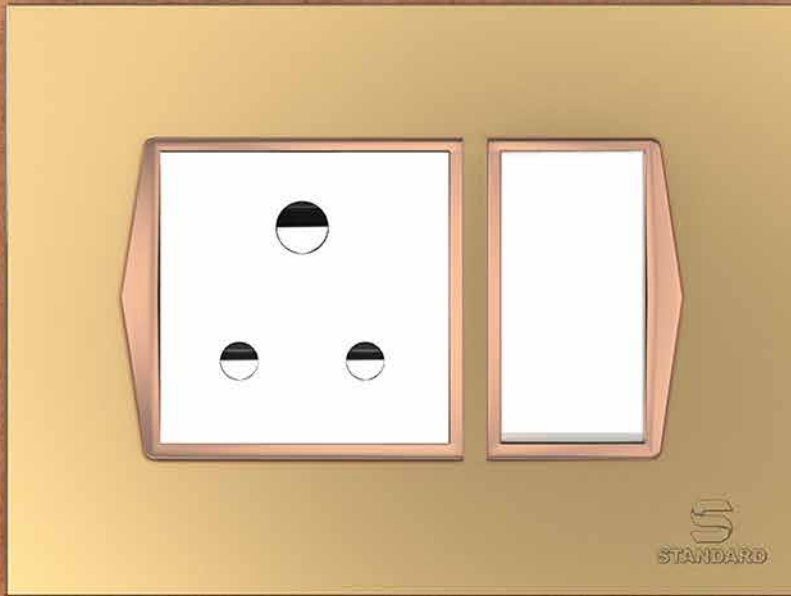
Grey





White





Rose Gold

ZOE CHROME

Embrace a spectrum of hues with chrome plating, extending the life of your switches and adorning your walls with a touch of eternal elegance.

Red Wine



Indigo Blue

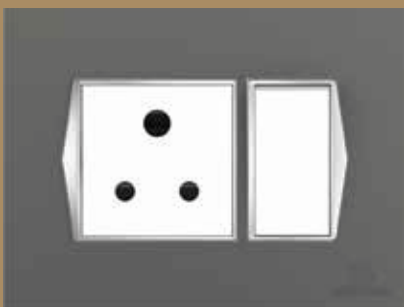




Grey

Silver

White



ZOE Switch & Socket Module Grey



10 A 1 - Way
Switch



10 A 2 - Way
Switch



10 A 1 - Way
Switch ind.



10 A Bell Push
Switch



10 A 2 - Way
Mega Switch



10 A 1 - Way
Mega Switch ind.



10 A 1 - Way
Mega bell push ind.



6 A 2 Pin
Socket



6 A 5 Pin
Socket



6 A - 13 A Universal
Socket



6 A / 16 A
Socket

ZOE MCB, Motor Starter & Hospitality Module Grey



20 A SP 'C'
Mini MCB



25 A Motor
Starter



30 A Key tag
Mechanical



20 A Key tag
with time delay



DND and MMR
outdoor pane



Shaver Socket

ZOE Supporting & Communication Module Grey



Indicator



Footlight



Buzzer



Chime



Blank Plate



Fan Reg.1 M



Fan Reg.2 M



Telephone Socket



Twin Telephone Socket



Computer Jack



TV Socket



USB Socket



USB Socket for data transmission



HDMI Socket



VGA Socket



RCA Socket

Plates available in 1M, 2M, 3M, 4M, 6M, 8H, 8V, 9M, 12M, 16M, 18M

ZOE Switch & Socket Module White



10 A 1 - Way
Switch



10 A 2 - Way
Switch



10 A 1 - Way
Switch ind.



10 A Bell Push
Switch



10 A 2 - Way
Mega Switch



10 A 1 - Way
Mega Switch ind.



10 A 1 - Way
Mega bell push ind.



6 A 2 Pin
Socket



6 A 5 Pin
Socket



6 A - 13 A Universal
Socket



6 A / 16 A
Socket

ZOE MCB, Motor Starter & Hospitality Module White



20 A SP 'C'
Mini MCB



25 A Motor
Starter



30 A Key tag
Mechanical



20 A Key tag
with time delay



MMR
Indoor
panel



DND & MMR
outdoor
pane



Shaver Socket

ZOE Supporting & Communication Module White



Indicator



Detachable
Emergency Lamp



Footlight



Buzzer



Chime



Blank Plate



Fan Reg.1 M



Fan Reg. 2 M



Dimmer



Telephone Socket



Twin Telephone
Socket



Computer Jack



TV Socket



USB Socket



USB Socket for data
transmission



HDMI Socket

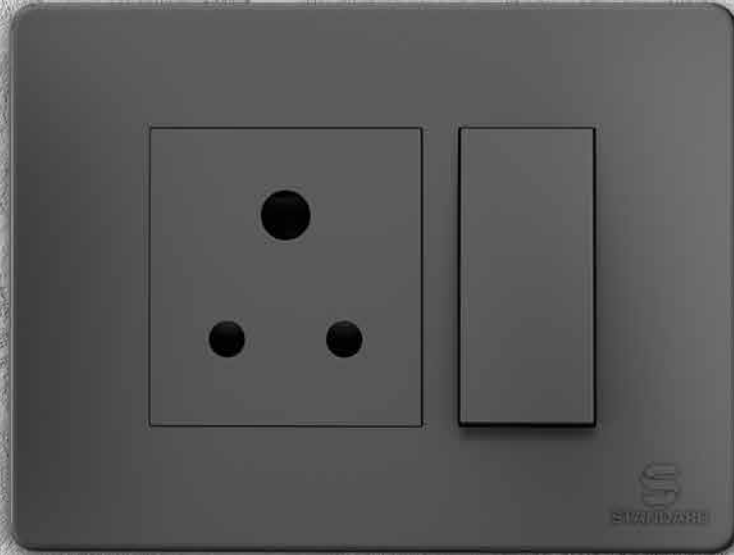


VGA Socket



RCA Socket

Plates available in 1M, 2M, 3M, 4M, 6M, 8H, 8V, 9M, 12M, 16M, 18M



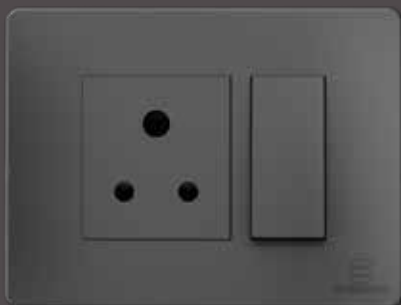
Grey



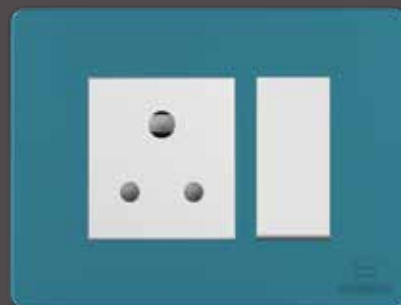
METALLIC PAINT FINISH

Enhance your walls with the perfect blend of solid colours and metallic smoothness, creating an elegant ambiance.

Grey



Artic Blue







Wenge Wood

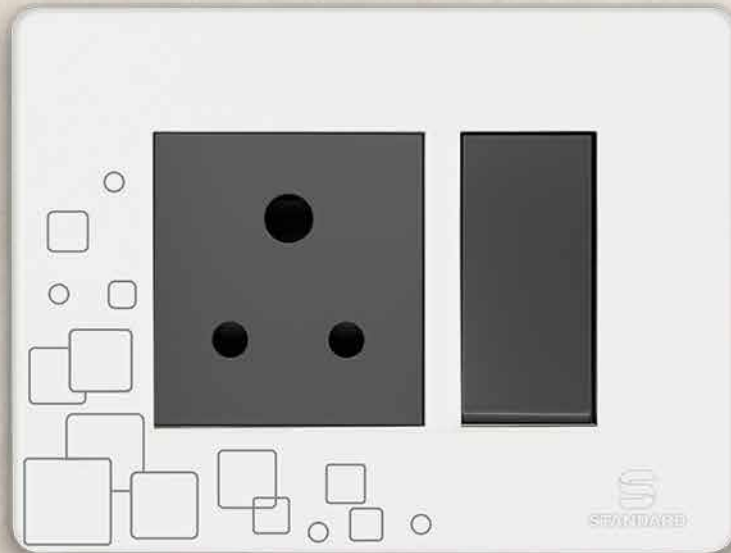
IVY
WOOD FINISH

Invite the timeless charm of wood into your home, infusing each room with life, warmth, and elegance.

Wenge Wood







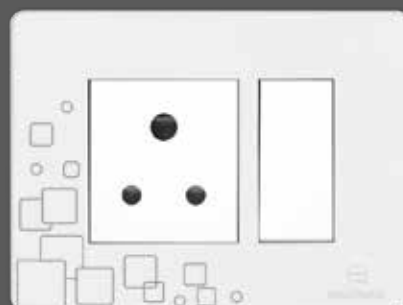
Cubes



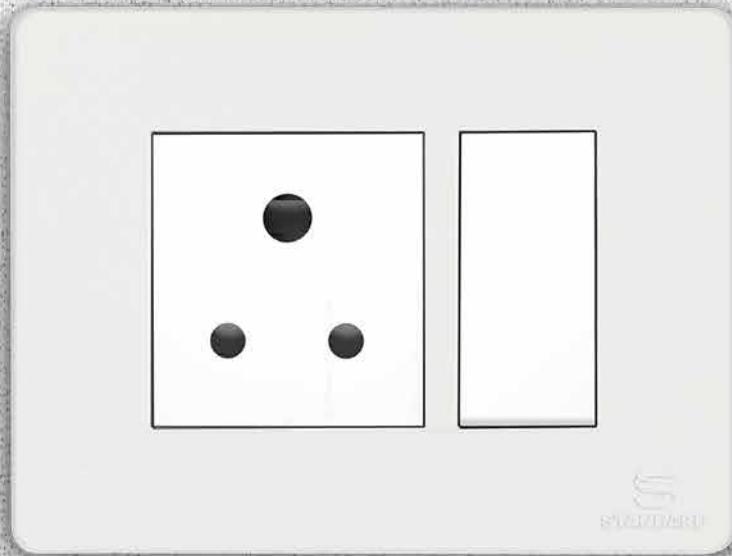
DESIGNER PLATES

Adorn your walls with Designer Plates featuring simplistic line art that effortlessly elevates the beauty of your space.

Cubes







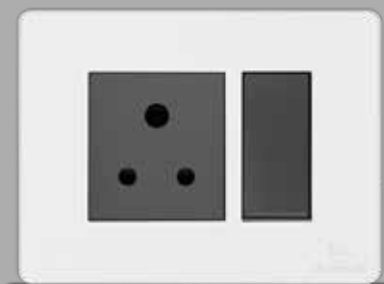
White



ESSENTIAL RANGE

A canvas of pure white, where simplicity and elegance meet, silently illuminating your space with grace.

White





Ivy Switch & Socket Module Grey



10 A 1 - Way
Switch



10 A 2 - Way
Switch



10 A 1 - Way
Switch ind.



10 A Bell Push
Switch ind.



10 A 2 - Way
Mega Switch



10 A 1 - Way
Mega Switch ind.



10 A 1 - Way
Mega bell push ind.



6 A 2 Pin
Socket



6 A 5 Pin
Socket



6 A - 13 A Universal
Socket



6 A / 16 A
Socket

Ivy MCB & Motor Starter Module Grey



10 A SP 'C' Mini
MCB



25 A SP 'C' Mini
MCB



32 A SP 'C' Mini
MCB



20 A Motor
Starter

Ivy Supporting Module Grey



Indicator



T.V. Socket



RJ 45



RJ 11 Shutter



Blank Plate



USB 2.1 A



Buzzer



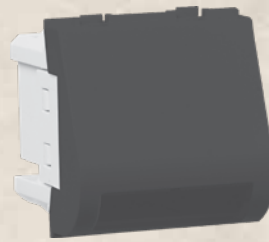
Fan Regulator
1 Module



Fan Regulator
2 Module



Dimmer



Footlight

Ivy Hospitality Module Grey



25 A Motor Starter



Electr. Key Tag



DND and MMR
Outdoor Panel



DND



Shaver Socket

Ivy Switch & Socket Module White



10 A 1 - Way
Switch



10 A 2 - Way
Switch



10 A 1 - Way
Switch ind.



10 A Bell Push
Switch



10 A 2 - Way
Mega Switch



10 A 1 - Way
Mega Switch ind.



10 A 1 - Way
Mega bell push ind.



6 A 2 Pin
Socket



6 A 5 Pin
Socket



6 A - 13 A Universal
Socket



6 A / 16 A
Socket

Ivy MCB & Motor Starter Module White



10 A SP 'C'
Mini MCB



25 A SP 'C'
Mini MCB



32 A SP 'C'
Mini MCB



20 A Motor
Starter



25 A Motor
Starter

Ivy Supporting Module White



Indicator



T.V. Socket



RJ 45



RJ 11 Shutter



Blank Plate



USB 2.1 A



Buzzer



Fan Regulator
1 Module



Fan Regulator
2 Module



Dimmer



Footlight

Ivy Hospitality Module White



Electr. Key Tag



DND and MMR
Outdoor Panel



DND



Laundry



Shaver Socket



Smart Plug

SMART ACCESSORIES

Connects to your electrical outlet and allows you to control appliances or electronics remotely via a smartphone app.

Smart Plug 16 A WiFi



Smart Plug 10 A WiFi





ACCESSORIES & BOXES



SMART PLUG 16 A WiFi



SMART PLUG 10 A WiFi



FANCY LAMP HOLDERS



FANCY ANGLE LAMP HOLDERS



PLUG TOPS



ADAPTORS



ROUND LAMP HOLDERS



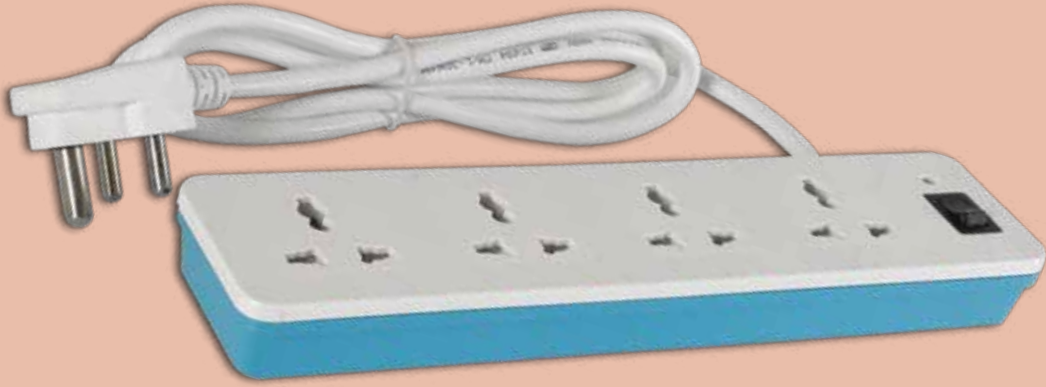
SQUARE LAMP HOLDERS



CEILING ROSE ROUND JUMBO



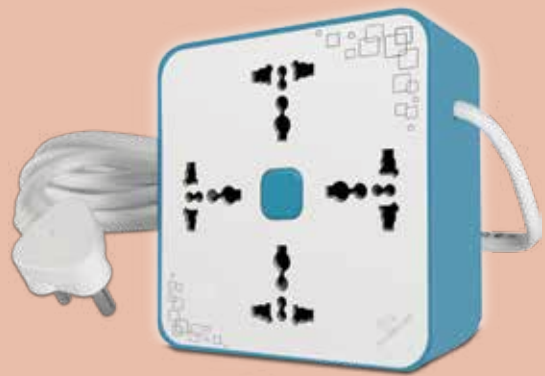
CEILING ROSE ROUND MINI



Q-NEST EXTENSION BOARD 2.5 M



REEL-O EXTENSION BOARD



SQUA NEST EXTENSION BOARD



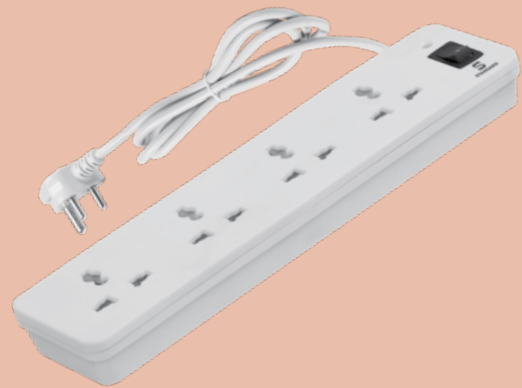
OCEAN DING DONG
DOOR BELL



TUNIQ MULTITUNE
DOOR BELL



SPRINKLAR WATER ALARM BELL



Q-NEST EXTENSION BOARD 1.5 M



CEILING ROSE SQ. MINI



CEILING ROSE SQ. JUMBO



GI FLUSH METAL BOXES



SURFACE MOUNTING PLASTIC BOXES

MANUFACTURING & TESTING PROCESS



MATERIAL HANDLING SYSTEM

- Special Purpose Machines for 100 % online testing
- Chattering Test
- HV testing
- Contact Resistance Test
- Force to operate
- Load Test



INJECTION MOULDING

- In house facility with centralized PLC controlled material feeding system & de-humidifier
- Latest machines from L& T Demag
- On-line data recording of process control parameters
- Automated machine maintenance monitoring system
- Future plan for robotic systems



CNC MACHINES

- Charmilles Switzerland-Best name in the world
- Auto programming on Wire Cut
- 100% safety through fume extraction system



SPM SWITCH TESTING

- SPM Screw Tightening & Testing Continuity
- Screw Tightening at set torque
- Contact resistance
- Chattering (Zero Contact error)- Unique Feature
- High Voltage Current
- Force to operate Switch-Unique Feature



TEST LAB

- Test Lab in Baddi is well equipped with all the latest equipments as per BIS requirement
- All Mechanical, Electrical & Visual parameters are being checked in Lab
- All type of Tests Like Routine, weekly, STI Quaterly & Yearly Tests are being per performed as (scheme of Testing & Inspection)

REGIONAL & BRANCH OFFICES

NORTH - REGIONAL OFFICE:

Corporate Office : QRG Towers, 2D, Sector-126, Expressway, Noida-201304, Tel: 0120-3331000

Delhi : 011-47676700, 23888200

Chandigarh : 0172-4232400-401

Dehradun : 0135-6670202

Haldwani : 05946-222935/222933

Noida / Haryana : 0120-3331000

Ludhiana : 0161-4676000/24

Amritsar : 0183-5202400/401

Jammu : 0191-2478330, 2479330

Sri Nagar : 0194-2459248

Jaipur : 0141-4211000, 4211011

Jodhpur : 9214201640/41

Lucknow : 0522- 4921600/4921649

Kanpur : 0512-6710400

EAST - REGIONAL OFFICE:

Kolkata : ICC Tower, 5th Floor, 4 India Exchange Place, Kolkata-700001, Tel: 033-40129851/52

Bhubaneshwar : 0674-6668101/102/103/104

Guwahati : 0361-2458923, 2134521

Siliguri : 0353-2525907

Ranchi : 0651-2244861, 2244862, 2244864, 2244868, 2244869

Jamshedpur : 0657-6542492, 09234369436

Patna : 0612-2207221, 2207222, 2207223, 2655518

WEST - REGIONAL OFFICE:

Mumbai : 1271, Solitaire Corporate Park, Bldg. No. 12, 7th Floor, Andheri - Ghatkopar Link Road, Chakala, Andheri (East), Mumbai- 400093. Tel: 022 - 67298600-602

Ahmedabad : 079-40061111, 40060738/740

Indore : 0731-4219444/4219422, 0731-2572340

Rajkot : 0281-2481112, 2921212

Nagpur : 0712-2240932, 2242692, 2242699

Pune : 020-26056175-76

Raipur : 0771-4243400/01

Surat : 0261-2350137, 9979890137

Jabalpur : 0761-4064491

Bhopal : 0755-4271544, 0755-4011025

SOUTH - REGIONAL OFFICE:

Chennai : Sigapi Achi Building, No. 18 / 3, 6th Floor, Rukmani Lakshmipathy Road, Egmore, Chennai-600008, Tel: 044-42280600, 605

Bangalore : 080-49075000

Coimbatore : 0422-4550200/282

Hyderabad : 040-27533372, 27533355, 27533632

Cochin : 0484-4099000

Calicut : 0495-4019193/4/5

Trivandrum : 0471-4015323

Vizag : 0891-6514339

Vijayawada : 0866-2546161/62/67/68/69

Madurai : 0452-4267000

Hubli : 0836-4248660

Trichy : 0431-4041005/06

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

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.



For more information on Standard products scan the QR code.

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Customer Care No. 08045 77 1313

CIN - L31900DL1983PLC016304.

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