

FCL: SEC: SE: 2021:33

4th March 2021

Corporate Relationship Department
BSE Limited
1st Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort
Mumbai - 400 001

**Sub: Intimation by the Company – Finolex Cables strengthens its FMEG portfolio!
- Press Release**

Dear Sirs,

Pursuant to the regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015, we are pleased to inform you that our Company is issuing new press release "**Finolex Cables strengthens its FMEG portfolio! – Launches range of decorative fans & innovative LEDs**". Please find attached herewith a copy of the said press release. The expected dates for launch of products in domestic markets of India are:

- The Ceiling fans, BLOWIN TPW fan, & LED Concealed down Lights – **5th March 2021.**
- The Inverter LED Bulb - **12th March 2021**

We would request you to kindly take the same on record and arrange to have the same updated on the Website of the Exchange at the earliest.

Thanking you,

Yours faithfully

For FINOLEX CABLES LIMITED


Gayatri Kulkarni
Compliance Officer
Encl: As above

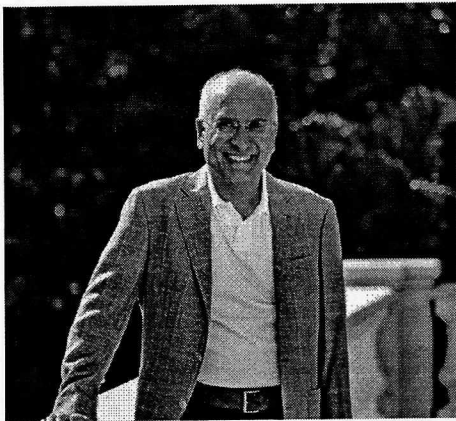
PRESS RELEASE

Finolex Cables strengthens its FMEG portfolio!

Launches range of decorative fans & innovative LEDs

Pune, 05th March, 2021: Finolex Cables Limited announces its new range of decorative fans and lighting products to strengthen its FMEG portfolio. These exclusive fans have been introduced to time the approaching summer season. The stylish range includes FLEENOR, GLADIATOR NXG & ALESSANDRA NXG ceiling fans. Their attractive looks, along with aerodynamic design makes them a visual treat. Powered by a powerful Copper motor these Hi speed fans deliver air to every corner of the room.

The company has also launched Inverter LED Bulbs & LED Concealed Down Lights to add to its range. The Inverter LED bulbs are designed to switch on automatically in the absence of power. These



bulbs operate with 100 lumens per watt output during power supply & work at a reduced lumen levels of 40-50% at times of no electricity.

Commenting on the new range, **Mr. Deepak K Chhabria, Executive Chairman, Finolex Cables Ltd**, said, *"Our endeavour is to introduce a gamut of new products across segments to give the required scale and strength to our business."* He went on to add *"As a consumer centric brand, we at Finolex Cables have always kept innovation at the forefront. Our Inverter LED bulbs resolve a critical problem*

faced by consumers during unexpected power-cuts. These bulbs provide a smart solution for rural areas and are particularly useful at urban centres with higher power outages."

The newly introduced LED Concealed Down Lights use 'Eye Protect' – Flicker reduction technology that lessens users risk from harmful, invisible flickering of light. It has been launched basis international study results that have shown prolonged exposure to extreme flickering emitted by high flicker LED lights can lead to negative health impact such as headaches, migraine, eye strain, blurred vision or fatigue, particularly for photosensitive individuals.

Speaking on the occasion, Mr. Amit Mathur, Head - Sales & Marketing, Finolex Cables Ltd, said *"We have observed an increase in demand for stylish designs & innovative technologies by households and are confident that the new range will help us further strengthen our market share. With our increased reach in tier 2 &3 centres, we expect to get encouraging results."*

Finolex has also introduced BLOWIN Table, Pedestal fans & SMASHER Exhaust fans. These TPW fans are known for their reliability, impressive air-delivery, smooth running, jerk-free oscillation and more. These fans come close on the heels of Finolex recent launch of its fast-selling Anti-Dust, and Anti Bacteria fans that have augured well for the company.

About Finolex Cables Limited

Established in 1958, Finolex Cables is India's largest and leading manufacturer of electrical and telecommunication cables. It has recently diversified into the fast-moving electrical goods (FMEG) segment to become a complete electrical products company. Over a five-decade-long journey is anchored on the pillars of manufacturing excellence, innovation focus and technology edge. By maintaining the highest standards of quality and service, they have built a strong relationship with institutional and retail customers. Finolex Cables has set up four modern state-of-the-art plants. These manufacturing plants are located in Pimpri (Pune), Urse (Pune), Goa & Roorkee (Uttarakhand).

Website: <https://finolex.com/>

For more details, please contact:

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