



## Birla Cable Limited

Regd. Office & Works:  
Udyog Vihar, P.O. Chorhata, Rewa - 486 006 Madhya Pradesh, India  
Telephone: +91 7662 400580, Fax: +91 7662 400680  
Email: headoffice@birlacable.com; Website: www.birlacable.com  
PAN No. AABCB1380L CIN: L31300MP1992PLC007190  
GSTIN : 23AABCB1380L1ZW

BCL/CS/19-20/

10 NOV 2019

BSE Ltd.  
Corporate Relationship Department,  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building,  
P.J.Towers, Dalal Street,  
Fort,  
**MUMBAI-400 001**

The Manager,  
Listing Department,  
The National Stock Exchange of India Ltd,  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E),  
**MUMBAI-400 051**

**Company's Scrip Code: 500060**

**Company's Scrip Code: BIRLACABLE**

Dear Sir,

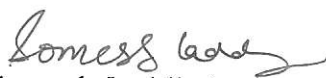
**Sub: Submission of Press Release pursuant to Regulation 30 of SEBI  
(Listing Obligations and Disclosure Requirements), Regulations, 2015**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the copy of the Press Release issued by the Company after the Board Meeting held on 10<sup>th</sup> November, 2019.

This is for your information and record.

Thanking you,

Yours faithfully,  
for Birla Cable Limited

  
(Somesh Laddha)  
Company Secretary

Encl: As above.



**Birla Cable Limited**  
**Registered Office & Works:**  
Udyog Vihar, P.O. Chorhata,  
**Rewa – 486 006 (M.P.) India.**  
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CIN: L31300MP1992PLC007190

**Press Release (Q2, FY 2019-20)**

**10<sup>th</sup> November, 2019**

**Source: BIRLA CABLE LIMITED (BSE:500060 NSE: BIRLACABLE)**

**QUARTERLY FINANCIAL PERFORMANCE OF BIRLA CABLE LIMITED –  
QUARTER ENDING 30<sup>TH</sup> SEPTEMBER, 2019 (Q2).**

Birla Cable Limited, a Company belonging to M.P. Birla Group, today (10<sup>th</sup> November, 2019) announced its financial results for the Quarter ended 30<sup>th</sup> September, 2019.

Total Revenue from Operations for the quarter ended 30<sup>th</sup> September, 2019 is Rs. 7136.65 lakhs as compared to Rs. 14039.29 lakhs in the corresponding quarter of previous Financial Year 2018-19. Earnings before interest (finance costs), tax, depreciation and amortization (EBITDA) during the quarter ended 30<sup>th</sup> September, 2019 is Rs.649.77 lakhs as compared to Rs. 2564.15 lakhs in the corresponding quarter of previous Financial Year 2018-19. During the quarter under review, the Company earned Profit After Tax of Rs. 98.67 lakhs as compared to Rs. 1572.31 lakhs in the corresponding quarter.

The subdued Telecom market conditions are the main reason for reduced revenue for the company and there is a tremendous pressure on Working capital of the Company is getting severely impacted due to paucity of funds flow from the industry. The Telecom network roll-out is severely affected due to various troubles being faced by this sector. However, on the positive side, Government of India has formally

approved a Revival Package for the ailing Public Sector Telecom Operators, BSNL and MTNL which is expected bring back the telcos to a positive cycle and it is ultimately pave the way for robust network roll-out.

In general, the global Optical Fibre Market is going through a very tight situation with severe erosion in price levels with softening demand coupled with excess capacity. However, on the positive side, the requirements are going to bounce back and the Company is expected to do well riding on the increased network deployment.

The Company always put its efforts on development of innovative value added products thereby helping the end users to reap the benefits in terms of better cost control and allied long term benefits in terms of product quality and long term life cycle utility. The Company also fine tunes its efforts to reaching out to its esteemed customers in various countries with an aim of providing application based solutions which should benefit the industry in deriving high levels of efficiency.

In summary, despite the cyclical nature of this industry, coming period starting from middle of 2020, is expected to see a natural increase on a long term basis, in the demand for Optical Fibre Cables owing to the expansion of 4G Networks and introduction of 5G Mobile Communication Technology across the globe and in India, in a phase wise manner and the Cable industry is going to reap the benefits of the same.

For further information / details you may contact Mr. Somesh Laddha, Company Secretary at [headoffice@birlacable.com](mailto:headoffice@birlacable.com).