

FCL: SEC: SE: 2019:239

21st November 2019

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 – Press Release

Dear Sirs,

Pursuant to the regulation 30 SEBI (Listing Obligation and Disclosure Requirement) Regulation 2015, we are pleased to inform you that our Company is issuing new press release "Finolex Cables Launches Electrical Accessories Range to Fortify Its Product Offering". Please find attached herewith a copy of the said press release being issued by the Company.

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**

**Finolex Cables – Launches Electrical Accessories
Range To Fortify Its Product Offering**
Enhancing the aesthetics of today's contemporary homes and offices

Finolex Cables Limited, India's leading manufacturer of electrical and communication cables has introduced a fast-moving range of electrical wire accessories like Door Bell, Extension Box, Spike Guard, Angle Holders, Batten Holders, etc to satisfy the growing demand for quality electrical products.

Striving to provide their valued customers nothing but the best and to further expand its offering with contemporary design cues and best-in-class quality, these stylish new products will enhance the aesthetics of today's contemporary homes and offices by blending in beautifully with the decor. The company plans to amplify the scale and strength of its business to address growing customer aspirations.

Speaking on the introduction, **Deepak K. Chhabria, Executive Chairman, Finolex Cables Ltd.** said *"The launch is the result of significant investments that we have made in product design after identifying a gap for stylishly designed quality accessories in the market."* He further added, *"We are confident that our focused efforts will make us a well-recognized player in the fast-moving electrical goods segment and bolster our revenues from this vertical. With our comprehensive product portfolio and its diverse applications, we continue to meet the requirements of a wide range of customers."*

Finolex has been steadily expanding into the Electrical segment with a product range that includes Electric Water Heaters, Fans, Miniature Circuit Breakers (MCBs), Switches and Lighting products. The company's rapid and industry-leading growth has been the outcome of a well-formulated strategy for setting up modern, well-equipped plants and regular capacity expansion in alignment with market requirements. Finolex's home products such as electrical switches, lights, fans and water heaters have been well-accepted, and remains focused on growing this consumer-focused range steadily.

Amit Mathur, Sr. Vice President, Sales & Marketing, Finolex Cables Ltd. said *"With this product basket of accessories, we expect to increase our reach in the retail segment, as they are expected to receive good demand from end-users. We have already appointed 200+ distributors all over India. These products will help increase our visibility in the market and move a notch higher through our robust two tier distribution model which focuses on getting the distribution metrics right."*

Going forward the company will be expanding its range by adding a range of contemporary fans and electrical water heaters to its product line. Finolex Cables continues to leverage their brand equity with the aim of becoming a complete electrical products company and a strong B2C player. The investments made by the company will be a source of competitive advantage, enabling them to capitalise on the unfolding opportunities and expand its business growth.

About Finolex Cables Limited (BSE Code: 500144; NSE Code: FINCABLES)

Finolex Cables Ltd is India's largest and leading manufacturer of electrical and telecommunication cables with a turnover in excess of ₹32 Billion. The company started its operation with the manufacture of PVC insulated electrical cables for the automobile industry. Besides a wide variety of Wires & Cables, the Company is also manufacturing lighting products, electrical wiring accessories, switchgear, fans and water heaters. The company has manufacturing facilities at Pimpri and Urse in Pune as well as at Goa & Uttarakhand. The company has, over the years, established its reputation as an innovative leader and quality manufacturer by continuously upgrading technology, modernising manufacturing facilities and maintaining highest standards of quality and services.