



## Birla Cable Limited

Regd. Office & Works :  
Udyog Vihar, P.O. Chorhata, Rewa - 486 006 Madhya Pradesh, India.  
Telephone : +91 07662 400580 · Fax : +91 07662 400680  
E-Mail : headoffice@birlacable.com · Website : www.birlacable.com  
PAN No. AABCB1380L · CIN No. L31300MP1992PLC007190  
GSTIN : 23AABCB1380L1ZW

BCL/CS/25-26/Reg 30

29 JUL 2025

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/Ma'am,

**Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we would like to inform you that the Company has appointed Nedia Enterprises Inc., USA ("Nedia Fiber") for Distribution and marketing of products in the Americas.

The details as required under Regulation 30 of the Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11<sup>th</sup> November, 2024 are enclosed herewith and marked as **Annexure – 'A'**.

The aforesaid information is also being uploaded on the Website of the Company at <https://www.birlacable.com>.

This is for your information and record.

Thanking you,

Yours faithfully,

**For Birla Cable Limited**

**(Suman)**  
**Company Secretary & Compliance Officer**

Encl: As Above



**Annexure – ‘A’**

**Details as required under Regulation 30 of the Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11<sup>th</sup> November, 2024 are given below:**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Details</b>
i)	Name of the entity(ies) with whom agreement is signed	Nedia Enterprises Inc., USA (“Nedia Fiber”)
ii)	Area of Agreement	Distribution and marketing of products in the Americas i.e. United States, Canada, Mexico, Central and South America.
iii)	Domestic/ International	International
iv)	Share Exchange Ratio	Not Applicable
v)	Scope of Business operation of Agreement	Distribution of products, branding, logistics, certifications, marketing and customer engagement in the Americas.
vi)	Details of consideration paid/received in agreement	Based on the Prospective Business Opportunities.
vii)	Significant terms and conditions of agreement in brief	The Company grants distribution and selling rights of its Products to Nedia Fiber in the Americas for a period of three (3) years which can be extended for further period on mutually agreed terms.
viii)	Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”;	No.
ix)	Size of the Entity	Nedia Fiber is a specialized distributor operating in the telecommunications and data centre industry, with expertise in optical fibre cables and related infrastructure having established operational presence in USA, serving a large base across the local region.
x)	Rationale and benefit expected	Nedia Fiber is focused on providing agile, responsive, and customer-centric Optical Fiber Cable supply solutions throughout the Americas with a leadership team carrying decades of experience in telecommunications infrastructure. This strategic alliance with Nedia Fiber will help to expand market presence in the Americas.