

FCL: SEC: SE: 2021:24

17th February 2021

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

Sub: Intimation by the Company – Launch of Conduits Pipes - Press Release

Dear Sirs,

In continuation to our earlier letter Ref. FCL:SEC:SE:2021:18 dated 12th February 2021 and letter Ref. FCL:SEC:SE:2021:23 dated 17th February 2021 we are pleased to inform you that our Company is issuing a Press Release with regard to the launch of the said products, a copy of which is forwarded under cover of this letter for your records.

We 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 adds RPVC conduits to its offering

Aims to become a one-stop solution for electrical products & accessories

Pune, 16th Feb 2021; Finolex Cables, India's leading electrical & communications cable manufacturer adds conduit and fittings to its repertoire. The conduits are manufactured at its state-of-the-art Goa plant from specially formulated μ PVC to meet the most stringent India & International standards. These are made of high impact resistance materials which make them safe to use across varied environmental conditions.

The conduits are available in 19"-32" diameters in Light, Medium and Heavy stress specifications. Along with conduits Finolex also offers commonly used fittings like junction boxes, bends, inspection bends etc.

Speaking on the occasion, **Deepak Chhabria, Executive Chairman, Finolex Cables Ltd.** said, *"We foresee the government's 'Power for All' mission, higher infrastructure spends and growth in affordable housing projects will lead to an increase in overall market size."* He went on to add *"Finolex brand equity, a high-quality product manufactured using the latest equipment along with a robust distribution network, we feel augurs well for Finolex receiving a positive response from the market."*

Finolex perceives the conduit business as an opportunity to start a business relationship with the Project Developer at the initial stage itself, after which, Wires, MCBs, Switches, Lighting will be required to complete the electrical requirements of a project/home.

Speaking on the new product launch, **Amit Mathur, Head - Sales & Marketing, Finolex Cables Ltd.** said *"As pioneers in the wire and cable industry, we enjoy a strong relationship with customers, builders and channel partners built over the years. We currently have 1.5 lac retailers, who are frequently requesting us to expand our product portfolio. The conduit launch gives us an exciting new opportunity to strengthen the bond while increasing our wallet share."*

Finolex Cables has been steadily expanding into the Electrical segment with a product range that includes Electric Water Heaters, Fans, Switchgear, Switches and Lighting products. Its residential range of



electrical switches, lights, fans and water heaters have been well-accepted, and are gaining traction in the market.

Finolex Cables remains focused on growing this consumer-focused range steadily and 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 capitalize on the unfolding opportunities and give the required scale and strength to their business.

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. 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.

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

For more details, please contact:

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