

FCL: SEC: SE: 2020
26th November 2020

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 – 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 – Introduces Anti Bacteria Ceiling Fan". Please find attached herewith a copy of the said press release.

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 Fortifies Its Product Range
Introduces Anti Bacteria Ceiling Fan

Mumbai, Nov 26, 2020: Reinforcing its product offering, Finolex Cables introduces Anti Bacteria fans to its portfolio. These fans are coated with a paint containing low toxicity biocides for complete protection against microbiological growth, by repelling microbes or killing them when they come in close proximity to the surface. These fans are in addition to the fast-selling Anti-Dust fans that it had launched earlier.

Finolex entered the Fan segment two summers back and since then it has successfully introduced an exclusive range of ceiling, table, wall, industrial heavy-duty exhaust, and multi-purpose fans, enabling the company to exponentially grow its fan business over the year. The range includes 'premium', 'decorative' and 'smart' fans that are known for their reliability, impressive air-delivery along with innovative designs like wide-tip blades, dust-free features and more.

Speaking on the addition of the anti-bacteria fan to the product portfolio, **Deepak K. Chhabria, Executive Chairman, Finolex Cables Ltd.** said *"As a consumer-centric company, Finolex Cables has been studying and analyzing consumer trends. Our studies have shown that there is an increasing awareness and focus on health and hygiene among our customers. We have accordingly introduced Anti Dust, Anti Bacteria technology fans that protect consumers from harmful bacteria and germs. It also resolves the inconvenience caused of cleaning fans, making it a truly hassle-free solution for consumers."*

These new-age fans add to the list of back-to-back additions that Finolex has been making to its portfolio over the last few months. It had earlier introduced contemporary designed electrical accessories like Door Bell, Extension Box, Spike Guard, Angle/ Batten Holders, LED- PC Panels, Strips, Cabinet Lights followed by the launch of MCCBs in 63 - 800 Amp range in various pole configurations.

While elaborating on the need for anti-bacteria fans, **Amit Mathur, Sr. Vice President, Sales & Marketing, Finolex Cables Ltd.** said, *"Over the last 6 months we have set up a robust distribution network for our fans business, by appointing 350 plus exclusive distributors, resulting in excellent growth in sales this financial year. This enhances our presence across the country and will help customers purchase our fans and other products at the nearest electrical outlet."*

Amit went on to add, *“In preparation for the summer months, we will be introducing more variants of our table, wall, pedestals & ceiling fan range in different designs and color options. To address the needs of various segments, we are in the process of introducing a new range of LED Fans, Dual Tone Electroplated Fans, Modular Exhaust Fans, and Heavy Duty Industrial Fans along with additional designs in the Decorative range. Keeping into account parents' sensitivities towards health & hygiene of their children we will be launching an Anti-bacteria Fan range for the kids' segment too.”*

Finolex Cables 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.

Commenting on the response Finolex has been garnering, Amit said *“We had demonstrated our entire range of upcoming products including IoT enabled smart Fans & LED's at Elecrama, Delhi. Our fan range was the center of attraction with industry stakeholders curious to see the breakthrough features that we had launched. The response from the market has been truly encouraging.”*

The company remains focused on growing this consumer-focused range steadily and continues to leverage its brand equity with the aim of becoming a complete electrical products company and a strong B2C player.

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/>

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