

POLYCAB INDIA LIMITED

(formerly known as Polycab Wires Limited)

Polycab House, 771 Mogul Lane, Mahim (W), Mumbai – 400016

CIN No L31300DL1996PLC266483

Tel : +91 22 2432 7070-74 Fax : +91 22 2432 7075 Email:shares@polycab.com Web: www.polycab.com

Date: 06th March 2020

To
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai – 400 001

To
Listing Department,
National Stock Exchange of India Limited
C-1, G-Block, Bandra-Kurla Complex
Bandra (E), Mumbai – 400 051

**Scrip Code: 542652 Scrip Symbol: Polycab
ISIN:- INE455K01017**

Dear Sir / Madam

Sub: Disclosure of material event /information 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, please find enclosed herewith a copy of press release with respect to “Inauguration of 03rd Polycab Experience Centre” at Manalil Heights, Ground Floor, Opp. Fire Station, Housing Board Junction, Thampanoor, Trivandrum – 695001 on 06th March 2020.

The aforesaid information will also be hosted on the website of the Company at www.polycab.com

Kindly take the same on your record.

Thanking you

Yours Faithfully
For Polycab India Limited

Sai Subramaniam Narayana
Company Secretary and Compliance Officer
Membership No.: F5221
Address: Polycab House, 771, Mogul Lane
Mahim (West), Mumbai - 400 016



Registered Office:
E -554 ,Greater Kailash -II,
New Delhi-110048 India
Tel : 011-29228574



Press Release

For Immediate Publication

Polycab India Ltd. launches Experience Centre & Branch Office at Trivandrum, the capital of Kerala

- **This will be the 3rd Experience Centre launched recently by Polycab India**
- **Other Polycab Experience centres launched recently are at Mumbai and Pune**

Mumbai, March 06 2020: Polycab India Limited (“Polycab” or the “Company”) inaugurated Polycab Experience Centre & Branch Office at Trivandrum, the capital of Kerala State. Mr. Kunal Jaisinghani, Head - Agri Products, Polycab India Limited, inaugurated Polycab Experience Centre at Manalil Heights, Ground Floor, Opp. Fire Station, Housing Board Junction, Thampanoor, Trivandrum – 695001 in the presence of the senior management team members, several prominent business associates, influential and trade fraternity constituents.

Polycab Experience Centre showcases entire range of high quality, premium as well as value for money offerings. In Wires & Cables, Polycab has the widest range of power cables, control cables, instrumentation, building wires and industrial cables. The Experience Centre also showcases the company’s wide array of FMEG product portfolio consisting of Fan, Lighting, Switches, Switchgears, Conduit Pipes, Pumps, Geysers, Solar etc. Polycab’s FMEG R&D activities will be focused on developing new products to capitalize on industry trends, including the move towards home automation and green or environmentally friendly products that consume less power. Polycab also intends to focus on street lighting with automated IOT based smart systems and other specialized products such as domestic and agriculture pumps amongst others.

The location of the showroom is in the heart of Trivandrum city with ample car parking for the customer to experience the unique feature of Polycab products. Retailers from upcountry markets can also visit and experience Polycab products & choose them. Trivandrum branch office will service the local business and the surrounding areas & will help in deeper penetration. Till date, Polycab India Ltd has launched two Experience Centers at Mumbai and Pune, respectively.

Mr Manoj Verma, Executive President and Chief Operating Officer (FMEG), Polycab India Limited, said, “Polycab India has always been on the forefront to offer best in class products and unique experience to the customers. It is our endeavour to add value to the customer experience through our products and offerings. Polycab Experience Centres is an attempt from our end to offer an exquisite experience to the customers who are planning to buy electrical equipment’s for their household needs.” Our New Branch Office will enhance the market coverage and the speed of servicing to our trade partners.

Mr. Kunal. Jaisinghani, Head Agri Products, Polycab India Limited, said, “This will be the third Polycab Experience centre that has been launched this year and we have received great feedback from the customers and our retail partners about their experiences at the store. Polycab Experience Centre showcases the entire premium range of high-quality offerings, which are value for money in various categories such as Wires, Cables, innovative frame retardant products etc. Customers will be given a walk-through experience at the store and proper guidance will be given on the best practises for a good wiring & selection of Electrical products for a new or existing house.”

About Polycab India Ltd:

Polycab India Limited, a prime example of Make in India is a leading Electricals brand with around INR 80 bn revenue from domestic and exports to over 40 countries over last few years. It is the Number 1 manufacturer of Wires and Cables with 18% share of the organized and 12% share of the total market. In Wires & Cables, Polycab has the widest range of power cables, control cables, instrumentation, building wires and industrial cables. It caters to institutional as well as retail customers across industries. It offers Made-to-stock based on demand forecasts from customers and/or company sales team. It also offers Made-to-order: customized products for varied applications - Telecom, Oil & gas, Auto, Power, Signalling, Communication, Building Electrification etc. In the Fast-Growing Electrical Goods (FMEG) business, Polycab offers a wide range fans, lighting, luminaires, switches, switchgears, Conduit Pipes, Pumps, Geysers, Solar etc. to retail customers. This business has posted 51% CAGR over FY15 to FY19.

Polycab has a Pan-India distribution network of over 3,450+ authorized dealers and distributors who in turn supply our products to over 125,000+ retail outlets, managed through corporate office, 3 regional offices and 20 local offices across India. It has 1,700+ dealers and distributors on a Pan-India exclusively for FMEGs. It has multi-location manufacturing - 25 manufacturing facilities across 7 locations, including two joint ventures with Techno Electromech Pvt Ltd. (“Techno”) and Trafigura Pte Ltd (“Trafigura”) with strong backward Integrated capabilities, located across the states of Gujarat, Maharashtra and Uttarakhand and district of Daman.

Polycab’s NABL Certified research and development (“R&D”) capabilities, emphasizes on upgrading the technology used in our production process, customer-centric R&D efforts and R&D center located in Halol, assist its sales and marketing team in understanding customers’ requirements. Through its R&D efforts, it has developed products such as flame retardant elastomeric compounds, flame retardant rubber compounds and cathodic protection cables using polymers and other innovative products such as environmentally friendly ROHS compliant wires and power cables, rubber (elastomeric) cables and electron beam irradiated cables to serve the needs of the automobile, ship-building industry, mining, solar energy and rolling stock sector. Polycab has created an efficient after-sales service vertical, focused on providing quality after sales services to all customers across all product categories.

For more information Contact:

Polycab India - Vijay Narayanan, President , Strategic Marketing
M: 9810093017, E-mail Id: Vijay.N@Polycab.com

Adfactors PR – Mr. Rohan Hegde/ Ms. Sarbjeet Sharma,

M: +91 98206 70345/ +91 99878 72613;

E-mail: rohan.hegde@adfactorspr.com; sarbjeet.sharma@adfactorspr.com