

**FCL: SEC: SE: 2021:138**  
**11<sup>th</sup> November 2021**

Corporate Relationship Department  
BSE Limited  
1st Floor, New Trading Ring  
Rotunda Building, P J Towers  
Dalal Street, Fort  
Mumbai - 400 001

**Sub: Finolex Cables Limited- Enters room heaters segment- launches a wide array of high-performance products - 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 a Press Release with regard to the above subject matter. Please find attached herewith a copy of the said Press Release. The name of the product is High-performance room heaters and the expected date of launch of the same in domestic markets of India is 11<sup>th</sup> November 2021.

Kindly arrange to take the same on record and to have the same updated on the Website of the Exchange at the earliest.

Thanking you,

Yours faithfully

**For FINOLEX CABLES LIMITED**



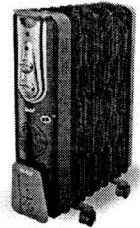
**Gayatri Kulkarni**  
**Compliance Officer**  
**Encl: As above**

PRESS RELEASE

## Finolex Cables enters room heaters segment – launches a wide array of high-performance products

*The range of six reliable and stylish room heaters are backed with extensive engineering to provide unmatched efficiency*

**Pune, 10<sup>th</sup> November, 2021:** Finolex Cables, India's leading electrical company has announced its entry into the room heater segment with a new range of high-performance room heaters. The stylishly designed room heaters come in six variations, supported by extensive engineering to provide reliable and flawless service for years. The heaters have multiple options such as oil filled, quartz tube, fan blower, convector and halogen with a wattage ranging from 400W to 2500W. The launch is timed with the oncoming of winters and aims to provide convenience and warmth to customers in the comfort of their home.



Speaking on the expansion of the product portfolio, **Deepak Chhabria, Executive Chairman, Finolex Cables** said. *“Finolex Cables has been one of the front runners in providing some of the best quality consumer durable products and the customer response has been deeply encouraging. Our aim is to constantly pre-empt and offer products that are need of the hour with customer centricity being the binding factor. Our entry into the room heater segment is a true representation of a brand that is consumer's first choice.”*



It was only in February this year that Finolex had successfully launched its conduits. These 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 about the positive response for the newly launched room heaters, **Amit Mathur, Sr. Vice President – Sales & Marketing** said *“Being one of the consumers favourite and channel partners preferred brand, Finolex cables enjoys an esteemed position. It is a matter of honour that our entry into the room heater segment is due to the positive push from trade partners, due to the promising response we received for our water heaters range. The room heaters have also had a substantial portion of pre-booking already.”* He went on to add *“Launching the range prior to the onset of the winter season makes our strategic imperative clear as we aim to serve a wide consumer base through our strong 1,50,000 retailer network.”*



Following the success of Finolex Cables' steady expansion into the electrical segment with products like electric water heaters, fans, miniature circuit breakers (MCBs), switches, conduits and lighting products, the new range of room heaters is designed to meet the channel demand. With consumer-focused ranges being one of the focus pillars, the company has a competitive advantage in engineering, facilities, and expertise.

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

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/>

**For more details, please contact:**

**MSL India**

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