

BCL/SEC/19-20/

10 AUGUST 2019

BSE Ltd.
Corporate Relationship Department,
1st 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,

**Sub: Submission of Press Release pursuant to Regulation 30 of SEBI
(Listing Obligations and Disclosure Requirements), Regulations,
2015**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the copy of the Press Release issued by the Company after the Board Meeting held on 10th August, 2019.

This is for your information and record.

Thanking you,

Yours faithfully,
for Birla Cable Limited


(Somesh Laddha)
Company Secretary

Encl: As above.



Birla Cable Limited
Registered Office & Works:
Udyog Vihar, P.O. Chorhata,
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E-Mail: headoffice@birlacable.com; Website: www.birlacable.com
CIN: L31300MP1992PLC007190

Press Release (Q1, FY 2019-20)
10th August, 2019

Source: BIRLA CABLE LIMITED (BSE:500060 NSE:BIRLACABLEEQ)

**QUARTERLY FINANCIAL PERFORMACE OF BIRLA CABLE LIMITED –
QUARTER ENDING 30TH JUNE, 2019 (Q1).**

Birla Cable Limited, a Company belonging to M.P. Birla Group, today (10th August, 2019) announced its financial results for the Quarter ended 30th June, 2019.

Total Revenue from Operations for the quarter ended 30th June, 2019 is Rs. 4325.05 lacs as compared to Rs. 11748.21 lacs in the corresponding quarter of previous Financial Year 2018-19. Earnings before interest (finance costs), tax, depreciation and amortization (EBITDA) during the quarter ended 30th June, 2019 is Rs. 514.9 lacs as compared to Rs. 1850.06 lacs in the corresponding quarter of previous Financial Year 2018-19. During the quarter under review, the Company earned Profit before Tax of Rs. 76.09. lakhs as compared to Rs. 1562.12 lakhs in the corresponding quarter.

The Company is improving its operational processes on a continuous basis to enhance the quality of its products and business operations. The quality for entire range of products of the Company is the prime focus and due to which, the Company has been able to mark its presence in the global market. Birla Cable Ltd. is one of the most recognized names in the overseas market.

Even though, the global fibre market is showing sluggishness since the beginning of the calendar year 2019 resulting into substantial reduction of price levels in the domestic market in line with the trends across the globe, but

the future business prospects of the Company seems to be promising taking into consideration the business opportunities that will be available to the Company on a long term basis, despite a deep slump being witnessed currently in both domestic and global market, especially in China on a short term basis. The Telecom Cable business is prone to volatile changes due to various policy decisions by the Government which affect the overall market even in the way Private players are conducting their business.

The Big 3 domestic private telecom players are under restructuring phase to achieve its sustainable debt. Slow pace of Telecom Network Infrastructure rollout by Government as well as Private players has impacted Company's Top line. The dip in Revenue from Operations is mainly due to sluggish demand in the market (including export market) and other critical factors like low fibre prices, funds constraint with Government Customer (BSNL), etc.

The Company continues to focus on improving its productivity, reducing costs, innovating products and capturing new markets in order to enhance its operational efficiencies and overall performance. Further, Company expects that the sentiments of Telecom Industry should improve in upcoming quarters with some promising government policies for telecom sector and network roll out by private sector.

For further information / details you may contact Shri Somesh Laddha, Company Secretary at headoffice@birlacable.com.