

POLY CAB INDIA LIMITED

(formerly known as "Polycab Wires Limited")

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

CIN No L31300DL1996PLC266483

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Date: 09th October, 2019

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 Polycab Experience Centre" at Shop No. 1, Sakharam Apartments, Old Tapkir Galli, Pune - 411002, Maharashtra on 9th October 2019.

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

Thanking you
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



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Press Release

For Immediate Publication

Polycab India Ltd. showcases its first Polycab Experience Centre in Pune's Tapkir Galli area

Pune, 09 October 2019: Polycab India Limited ("Polycab" or the "Company"), a leader in the wires and cables business and the go-to manufacturer of Fast Moving Electrical Goods ("FMEGs") business, inaugurated its first Polycab Experience Centre in the City. Mr. Manoj Verma, Executive President and Chief Operating Officer (CE), Polycab India Limited, inaugurated Polycab Experience Centre at Shop No. 1, Sakharam Apartments, old Tapkir Galli, Pune -2 in the presence of the Company's team members, several prominent business associates, influential and trade fraternity constituents. Polycab has 3,400+ authorised dealers and distributors and 1,15,000 retail outlets managed through corporate offices, 3 regional offices and 20 local offices across India. It has 1,700+ dealers and distributors on a Pan-India exclusively for FMEGs. On 30th September 2019 Polycab had opened similar experience centre in Mumbai.

Polycab Experience Centre showcases the entire premium range of high quality offering value for money in various categories such as Wires, Cables, innovative retardant products developed through a strong R&D pipeline; FMEGs such as Fan, Switches, Pumps, Geysers, Lighting, Solar, Conduit Pipes, etc. In Wires & Cables, Polycab has the widest range of power cables, control cables, instrumentation, building wires and industrial cables. Polycab Experience Centre showcases its plans to strengthen its FMEG product portfolio and entry into new product segments by way of continuous product development and innovation. Its 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. It also intends to focus on street lighting and other specialized products such as domestic and agriculture pumps amongst others.

Commenting on the Pune launch, Mr. Inder T. Jaisinghani, Chairman & Managing Director, Polycab India Limited, said, "Pune is a very significant hub for the entire State of Maharashtra and we are happy to open our second experience centre in the country in this city where engineering, electricals and electronics is a way of life. The Polycab Experience Centre is a strategic showcase of our wide range of quality products under one roof so that it is easy for consumers and trade constituents to experience and choose them. We intend to further our connect with direct customers in the FMEG market and continue to evolve and design future-ready innovative products customized for their changing needs. Retailers from upcountry districts in and around Pune can also visit and experience Polycab products & choose them."

Polycab India Ltd. intends to focus on manufacturing value-added FMEGs that enjoy higher profit margins such as premium fans, a wider range of table, pedestal and wall fans, smart fans and lighting products in the professional luminaire segment and penetrate segments of the FMEG market that are fast growing such as growing preference for energy-efficient LED sources and growing exports of ceiling fans, ensuring its presence in each rung of the value chain. Since the manufacture of value-added FMEG use the same back-end manufacturing processes and equipment as the Company current portfolio of products, it is well positioned to capture the demand for such value-added products.

About Polycab:

Polycab India Limited, a prime example of Make in India is a leading Electricals brand with INR 80 bn revenues from domestic and exports (over 40 countries over last 3 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 caters to institutional and retail customers in different 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, it posted 51% CAGR over FY15 to FY19. It has a Pan-India distribution network - Distributors (as on June 2019) were as follows:- Wires and Cables: 1,145;FMEG: 1,744; Common: 575. It has multi-location manufacturing - 24 manufacturing facilities, including two joint ventures with Techno Electromech Pvt Ltd. ("Techno") and Trafigura Pte Ltd ("Trafigura"), located across the states of Gujarat, Maharashtra and Uttarakhand and the union territory of Daman and Diu.

Polycab's research and development ("R&D") capabilities, emphasizes on upgrading the technology used in our production process, customer-centric R&D efforts and R&D centre located in Halol, assist its sales and marketing team in understanding customers' requirements. Its R&D efforts have helped to resolve the technical problems that our customers faced. Through its R&D efforts, it has developed products such as flame retardant elastomeric compounds, flame retardant chlorosulphonated polyethylene rubber compounds and cathodic protection cables using fluoropolymers 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. In addition, Polycab has adopted automation systems in the manufacturing process such as the manufacturing execution system ("MES"), which is an automated sensor base system for recording the actual consumption of raw materials in production, as well as enterprise resource planning ("ERP") systems. It has also adopted the Maynard Operation Sequence Technique ("MOST") to drive productivity and optimize capacity utilization. It has created an after-sales service vertical, focused on providing quality after sales services to all our customers across all our product categories.

For more information contact:

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Disclaimer: Certain statements mentioned in the press release may be forward-looking statements and/or based on management's current expectations and beliefs concerning future developments and their potential effects upon Polycab and its associates. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Polycab does not intend, and is under no obligation, to update any forward-looking statement made in the press release.