

POLYCAB INDIA LIMITED

CIN: L31300GJ1996PLC114183

#29, The Ruby, 21st Floor, Senapati Bapat Marg, Tulsi Pipe Road,
Dadar (West), Mumbai - 400028

Tel: +91 22 2432 7070-74

Email: shares@polycab.com Website: www.polycab.com

POLYCAB

IDEAS. CONNECTED.

Date: 18th September 2023

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: Intimation of change in Logo of the Company

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company has relaunched Brand with new logo of the Company on 18th September 2023.

The purpose of our brand refresh process was to evolve Company's identity from being primarily known as a wires and cable manufacturing company to a brand that offers a comprehensive range of electrical solutions for the modern homes making it safe, intuitive and convenient.

The below logo is our new identity (www.polycab.com), and emblem of our purpose: **Connecting all to a brighter future.**

Existing Logo	New Logo
	

The new **Visual Identity** reflects the colours of dawn, symbolizing Polycab's commitment to reaching new heights, mirroring the rising sun, and encapsulates the vision of uniting all towards a brighter future by ingeniously incorporating the letter 'O,' a prominent sound in the Polycab name, into its innovative visual emblem. The three colours red, blue and purple signifies leadership in wires and cables, the connection with customers, through the FMEG category and its future readiness respectively. This representation aims to make the brand more modern, contemporary, and relatable to the customers whilst retaining the organisation's core values.



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In alignment with the brand vision of 'Bringing the power of innovations to help everyone connect to a brighter future,' we have introduced a forward-looking brand line, signifying our evolution from the existing positioning of '**Connection Zindagi Ka.**' to '**Ideas. Connected.**'

Kindly take the same on record.

Thanking you

For **Polycab India Limited**

Manita Gonsalves

Company Secretary and Head Legal

Membership No.: A18321

Address: #29, The Ruby, 21st Floor
Senapati Bapat Marg, Tulsi Pipe Road,
Dadar(W), Mumbai-400028



Registered Office:
Unit No.4, Plot No.105, Halol Vadodara Road
Village Nurpura, Taluka Halol, Panchmahal, Gujarat-389350
Tel: 2676- 227600 / 227700