



Finolex
Cables Limited
AN IS/ISO 9001 CERTIFIED COMPANY

FCL:SEC:SE:23:106

21st September, 2023

Corporate Relations Department BSE Limited 1st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort Mumbai – 400 001	The Manager Listing Department National Stock Exchange of India Ltd 'Exchange Plaza', C-1, Block G, Bandra – Kurla Complex, Bandra (E), Mumbai – 400 051	Mr Tom Schmit Luxembourg Stock Exchange PO Box 165 L-2011 Luxembourg Grand-Duchy of Luxembourg EUROPE
Scrip Code: 500144	Scrip Code: FINCABLES	

Sub: Intimation by the Company – Press Release

Ref: Regulation 30(4)(i) read with Clause 3 of Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023.

Dear Sir/Madam,

The Company in compliance with its obligations under the subject referred regulations and aforementioned SEBI Circular, hereby disclosing details of Product Launch: **“Finolex Cables Launches Smart Solutions - Integrating Technology for Smart Living”**.

Please note that the details as mentioned above, and as required under the said SEBI Circular, are as under:

Sr. No.	Particulars	Details
1	Name of the Product	Finolex Smart Switches; Finolex Smart Door Lock; Finolex Grazo Switches
2	Date of launch	21 st September 2023
3	Category of the product	Switches and Door Locks
4	Whether caters to domestic/international market	Domestic
5	Name of the countries in which the product is launched (in case of international)	Not Applicable

Please find attached herewith a copy of the said press release being issued by the Company.

You are requested to take the above on your records.

Thanking you,

For FINOLEX CABLES LIMITED

Gayatri Kulkarni
Assistant Company Secretary
& Compliance Officer

Encl: As above

Registered Office:

26-27, Mumbai-Pune Road, Pimpri, Pune – 411018. Tel: 020 27506200.
Visit us at: www.finolex.com | Email: sales@finolex.com | CIN: L31300MH1967PL016531

XCEEDS
EXPECTATIONS

Finolex Cables Launches Smart Solutions - Integrating Technology for Smart Living

~~A new range of smart switches and smart door locks offering convenience, security, and energy efficiency to homeowners~~

Pune, Sept 21, 2023: Finolex Cables Limited, a leading manufacturer of electrical and communication cables in India, announces the launch of its latest innovation in home automation - smart switches and smart door locks. These cutting-edge products are designed to elevate convenience, security, and energy efficiency, integrating seamlessly into the consumers modern lifestyle. Homeowners can now control their homes through touch and voice commands, as well as monitor and manage their settings using smartphones and voice assistants.

Finolex Cables launched its state-of-the-art smart door locks, transforming the concept of home security. These technologically advanced locks come with video door phone along with providing multiple access options, including fingerprint recognition, password entry, retina scan, periodic/one-time password, and remote unlocking via the mobile app. With their sleek and intelligent design, these locks enhance the aesthetics of modern homes while offering unmatched protection through cutting-edge encryption and advanced security features. The vast range includes door locks that can fixed on wooden, metal and glass doors with the price ranging from Rs. 12,000 to Rs. 50,000 approx.

In addition to the smart door locks, Finolex Cables has also introduced WiFi-enabled smart switches that seamlessly integrate with existing electrical setups. These switches empower homeowners with complete control over their lighting and appliances. Whether operated manually, via remote control, or through virtual assistants like Ok Google and Alexa, the smart switches provide effortless convenience. Moreover, the panels are available in 5000 customized LED background colours and finishes to meet the aesthetic appeal of any designer. The smart app ensures Wi-Fi-enabled comfort with minimal effort. With superior craftsmanship and spark-free properties, Finolex Cables prioritizes safety for its customers. Pricing of these smart switches' ranges from Rs. 8,000 to Rs. 12,000 approx.

The company is further fortifying its offering by launching a completely new range of Switches branded Grazo. Finished in matt white, to give a contemporary, modern looking design. The soft rounded edges of this switch are enhanced with screw caps to conceal the fixing screws to give it a stylish & innovative look.

Mr. Deepak K. Chhabria, Executive Chairman, Finolex Cables Ltd., expressed his delight at the launch, stating, *"Our latest offering of smart switches and smart door locks exemplifies our commitment to technological innovation and customer-centric solutions. Through these cutting-edge products, we aim to empower homeowners with enhanced convenience, security, and energy efficiency. We are invested in shaping the future of smart living, and these smart*

switches and smart door locks stand as a testament to our dedication to delivering excellence in every aspect of our business."

Additionally, **Mr. Amit Mathur, President - Sales & Marketing, Finolex Cables**, stated, *"This new range of smart switches and smart door locks announce our entry in the home automation category and represents a significant milestone in redefining how we at Finolex Cables engage with our end consumer. Through extensive research and technological integration, we have crafted these products to deliver exceptional value to our esteemed customers. We have also ensured that these cutting-edge products are priced competitively, ranging from Rs 8,000 onwards, while delivering a truly convenient solution. Our new Graza switches range will simultaneously help increase our reach and penetrate the mass market."*

Finolex Cables has previously ventured into the Fast-Moving Electrical Goods (FMEG) sector by introducing a range of innovative products such as the Crease Free Iron range, electric & room water heaters, fans, MCBs, switches, room heaters, conduits and lighting products, which have been highly acclaimed by consumers. The company's growth can be attributed to its strategic approach, including the establishment of state-of-the-art manufacturing facilities and consistent capacity expansion to meet the dynamic needs of the market.

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

Finolex Cables is among India's leading electrical and telecommunication cable companies. It is rapidly transforming from a manufacturer of wires and cables into an electrical products company, by expanding its product portfolio to market products like lighting, water heaters, fans, switches, switchgear, room heaters and electrical conduits. This reinforces its reputation of offering innovative products that cater to the needs of modern households.

The company started its operation with the manufacture of PVC-insulated electrical cables for the automobile industry. Besides a wide variety of Wires & Cables, the Company is also manufacturing lighting products, electrical wiring accessories, switchgear, fans, and water heaters. The company has manufacturing facilities at Pimpri and Urse in Pune as well as at Goa & Uttarakhand. Finolex Cables is constantly working at introducing innovative technologies and enhancing technical competencies while prioritizing customer requirements, quality, and environmental concerns.