

## POLYCAB INDIA LIMITED

CIN: L31300GJ1996PLC114183

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# POLYCAB

IDEAS. CONNECTED.

Date: 18<sup>th</sup> 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: Press Release under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015,**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the press release w.r.t the change in logo of the Company w.e.f. 18<sup>th</sup> September 2023, a renewed brand definition and a TVC reflecting the new brand identity.

Kindly take the same on your record.

Thanking you

Yours Faithfully

For **Polycab India Limited**

**Manita Carmen A. Gonsalves**

Company Secretary & Head Legal

Membership No.: A18321

Address: #29, The Ruby, 21<sup>st</sup> Floor

Senapati Bapat Marg

Tulsi Pipe Road

Dadar(W), Mumbai-400028

Encl: as above



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



Additionally, the brand also launched a TVC to communicate to its audience the promise of a future - a home that understands the consumer's needs and desires. "Ghar Jo Aapko Samjhe" lends an emotional connection with the brands' key target audience – people who take delight in making their homes more efficient, safe and futuristic. The film has been designed by the creative minds at Ogilvy.

*\*Details in Annexure 1*

**About Polycab India**

Polycab India Limited (PIL) is India's largest Wires and Cables manufacturer and one of the fastest-growing FMEG companies with a consolidated turnover of INR 141+ Bn in FY23. PIL is at the forefront of providing innovative, safe and energy-efficient products to diverse customers via a strong distribution network of 4,300+ authorized dealers and 205,000+ retail outlets. PIL's business operations span across India through 25 manufacturing facilities, 14 offices and 23 warehouses. PIL has also served customers in 72 countries globally. PIL's 4,400+ employees are dedicated to upholding robust governance practices, preserving a customer-centric culture, having a purpose to serve the communities, and imbibing a genuine sense of ecological consciousness. For further information, please visit [www.polycab.com](http://www.polycab.com)

**\*Annexure-1**

**Polycab unveils new TVC "Ghar Jo Aapko Samjhe!" to announce their new Brand Identity**

[Brand Film](#)

In this captivating TVC, Polycab presents a heartwarming narrative that perfectly aligns with their new brand positioning - "Ideas.Connected." The story unfolds within a home where innovative electrical solutions seamlessly blend with everyday life. As the film commences, a couple shares a romantic moment, and intelligent lighting installations respond to their presence, setting the perfect ambiance for their friends' arrival. The lights adapt to the guests' vibe, illustrating the notion that your home should understand you as well as you understand it.

The next scene features a grandpa navigating his way through the dark room. Touching the walls activates them, providing him with a guiding light. This showcases the idea that even walls can have a heart, and they too can express warmth and care. Further, a ceiling fan transforms into an artistic marvel, adjusting its speed based on the occupants' comfort levels. The TVC emphasizes how your home's elements, like the roof, can respond to non-verbal cues, fostering a deeper connection.

The film then introduces a child, engrossed in reading, while a drone light follows his steps. This imagery signifies that even when you're alone, your home can provide companionship and support. Lastly, a playful sibling rivalry unfolds as a sister and brother adjust home settings to their liking. This amusing scenario illustrates how your home can understand and accommodate the preferences of each family member. This TVC beautifully encapsulates Polycab's brand transformation, showcasing how their innovative products connect ideas and people. With the tagline "Ideas. Connected." Polycab envisions a future where homes are intuitive, responsive, and deeply connected to the needs and desires of their inhabitants.

**Mr. Nilesh Malani, Executive President and Chief Marketing Officer, Polycab India**, stated, "We are thrilled to unveil Polycab's brand refresh, which is more than just a change in appearance; it's a profound shift in our brand's essence and the way we connect with our customers. Our new brand positioning, 'Ideas. Connected.' reflects our commitment to innovative solutions that seamlessly integrate into everyday life. Our latest TVC, 'Ghar Jo Aapko Samjhe,' captures the heart of this transformation. It showcases how our electrical solutions make homes not just smarter but also more intuitive and empathetic. We believe that this campaign, along with our renewed marketing strategy, will leave a lasting impression and create strong brand recall among our audience, paving the way for a future where homes truly understand and respond to our needs."

**Adding to this, VR Rajesh, Group President, Ogilvy India** said, "Polycab's new positioning is 'Ideas. Connected'. It is about having a culture of meaningful innovation that will be at the core of all their offerings. This requires rethinking and re-engineering the way they approach product development. To bring this thinking alive to our consumers we had to show them what this vision will fructify into in the future. A home that intuitively understands what you need and makes it a place truly built around your life."