

## **Finolex Cables Limited**

Finolex Cables Limited, the flagship company of the Finolex Group, is the manufacturer of electrical and telecommunication cables.

Finolex Cables has evolved from a manufacturer of wires and cables into an electrical products manufacturing company and has expanded its product portfolio to include products like fiber-optic cables, Switches, CFL, Tube-lights, LED Lights, CCTV cables, Speaker Cables, Cables for lifts and elevators, hybrid power and telecom cables. The company has recently launched LV Switch gear products like MCB, DB and RCCBs. With an aspiration to become a market leader in the electrical goods sector, the company has introduced innovative electrical products like Fans and Water Heaters. ) Finolex Fans are the perfect solution for the urban integrated home in our growing cities. Style and substance come together like never before in our exciting range of ceiling, table, pedestal, wall, exhaust and multi-purpose fans that are fast catching the consumers interest. New products catering to demands of modern integrated households are taking Finolex trust equity to whole new level. The latest offering in our consumer facing journey are low voltage Switchgears and distribution boards.

Recognizing the undeniable benefits associated with larger capacities, Finolex has enhanced its capacities at its state-of-the-art manufacturing facilities spread across Pune, Goa, and Roorkee. To adapt to the flexibility of the supply chain, the company develops and implements evolving logistics strategies. Finolex Cables network consists of 4000 distributors, 30,000 dealers, and depots at 28 locations with an effective SAP system connecting them all.

The company is constantly working toward innovative technologies and enhancing technical competencies and has a dedicated factory for all its products which are stored at 26 warehouses spread across the nation. For the medium voltage power cables at Urse the Company has brought in the latest technology from Troester, Germany. This innovative technology allows the company to offer near zero discharge cable to the customers. Additionally, the company expanded its fiber capacity from 1 million to 2 million km fiber per year and fiber-optic cable capacity to 10,000 km cable per month. A modest journey that began in 1958 has spanned a course of six eventful decades. And the company expects to conquer many more milestones and realize new dreams.