

# Finolex

## FINOLEX

## CABLES



# The Journey so far...

**Finolex**

Started with  
Auto Cables

1958

Launched  
Electrical Wires

1970

Launched  
Power Cables

1980

Introduced  
Communication  
Cables

1984

Introduced multi  
strand electric  
wires

1986

Launched  
Optical Fibre  
Cables

1996

Started JV for  
Optical Fibre

2011

Started JV for  
Extra High  
Voltage Cables

2008

Launched  
Lighting  
products

2007

Launched  
Switches

2006

Launched  
LED's

2013

Launched FTTH Riser  
Cables, Class 5 Electrical  
Wire & MCCB

Launched  
Switchgears &  
Fans

2016

Launched  
Water Heaters

2017

Launched  
Finolex House

2018

2019

Introduced  
Electric  
Accessories &  
Immersion Rod

2020

Launched  
Conduits &  
Room  
Heaters

2021

## Who Are We

**Largest and leading manufacturer of electrical and telecommunication cables and a fast-growing player in the FMEG industry**

## How did we grow

**Since 1958, we have remained focused on expanding our manufacturing capabilities, embracing pioneering techniques, growing our distribution network and maintaining high quality of our products and processes.**



**5**

**Manufacturing Sites**



**26**

**Branches**



**4000+**

**Channel Partners**



**150,000+**

**Retail Touchpoints**



# Manufacturing Plants

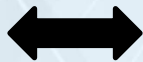
**Finolex**



## What are our Strengths



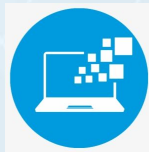
Strong brand name



Wide product portfolio



Manufacturing prowess



Technological competence



Wide distribution network



Backward integration

## Our Brand Commitment



Quality



Safety



Reliability



- **First** Company in India to manufacture Automobile Cables.
- **First** company to develop 14/0.3, 22/0.3, 36/0.3 and 56/0.3 design House wiring.
- **First** company in the private sector to manufacture and supply JFTC.
- **First** Company to launch FRLS Wires and Cables.
- **First** Company to make Coaxial Cables using physical foam process
- **First** Company to make Aerial Cable Designs.



- **First** Company to have 30 m tall Optical Fibre Draw Towers
- **First** company in the country to have developed “foam skin” type of cables.
- **First** multi location/ multi product company to get IS/ISO 9002 system certification
- **Only** Company in India to have capability to manufacture Power Cables upto 500 KV
- **Only** Cable company in India to have green power.....5MW solar power plant.



# JVs With Global Leaders

**Finolex**

Technology Partner	Area Of technology Solutions
Essex Corp. USA (Superior)	JFTC cable, Copper rods
AT & T (Lucent technologies)	Optic Fibre Cables
Corning USA	Optic Fibre
NSW Germany	Winding Wires
Sumitomo Japan	EHV power cables
GE USA	Compounds





# Awards & Accolades

**Finolex**

The company has set several benchmarks and has been recognized by industry and peers alike.



It ranked among the leading organizations of Business **India's Super 500 Corporations.**



Award from DoT for **significant contribution** to **ambitious BharatNet project**



**IIM-LIC** Award for Marketing Excellence in 1994-95; Star Performer Award for outstanding contribution to Engineering Exports during the year 2005-06



In the survey conducted by Business Today and Stern Standard, Finolex was listed among **the Best Wealth Creating Companies of India.**



In 1989, Company won the **Harvard Business School-Economic Times Award for Corporate Excellence;** it was also declared the winner of Voice and Data magazine's Top Telecom Company Award in 2003.



Finolex Cables has also featured in the **Top 150 Hidden Champions of the World by World Link, Geneva..**

# Quality Meets & Exceeds Global Standards

# Finolex



## FINOLEX CABLES LIMITED

OFC DIVISION, PLOT NO. 344, VILLAGE URSE, TALUKA MAVAL,  
PUNE, MAHARASHTRA 410506 INDIA

Bureau Veritas Certification Holding SAS certifies that the Management System of the above organization has been audited and found to be in accordance with the requirements of the management system standards detailed below

### Standards

**ISO 9001:2015 | TL 9000 R6.0/5.0 H**

### Scope of Certification

**DESIGN, MANUFACTURE AND SUPPLY OF OPTICAL FIBRE  
CABLES, OPTICAL FIBRE AND  
OPTICAL FIBRE RIBBONS**

Product Category	Product Category Name
3.1.1.2.1	FIBRE OPTIC CABLE
3.1.1.2.1	OPTICAL FIBRE RIBBONS
8.5.1	OPTICAL FIBRE

Certification cycle start date: **10 October 2017**

Subject to the continued satisfactory operation of the organization's Management System, this certificate expires on: **9 October 2020**

Certificate No. **272039**

*[Signature]*  
Signed on behalf of BVCH SAS



Local office: Bureau Veritas Certification North America, Inc.  
18800 Greenpoint Park Drive, Suite 3000, Houston,  
Texas, USA www.us.bureauveritas.com/bv

Further clarifications regarding the scope of this certificate and the applicability of the management system requirements may be obtained by consulting the organization. To check this certificate validity please call +800-937-6211.

Certification body address: 67171 Boulevard du Châteaue - 92200 Neuilly-sur-Seine - France  
Page 1 of 2



Bureau Veritas Certification

## FINOLEX CABLES LIMITED OFC DIVISION



PUNE PLANT: PLOT NO. 344, VILLAGE URSE, TALUKA - MAVAL, PUNE - 410 506,  
MAHARASHTRA, INDIA.

This is a multi-site certificate, additional site(s) are listed on the next page(s)

Bureau Veritas Certification Holding SAS - UK Branch certifies that the Management System of the above organization has been audited and found to be in accordance with the requirements of the Management System Standard detailed below.

### Standards

**ISO 14001:2015 & ISO 45001:2018**

### Scope of certification

**DESIGN, MANUFACTURE & SUPPLY OF OPTICAL FIBRE CABLES,  
OPTICAL FIBRE, OPTICAL FIBRE RIBBONS, FRP RODS AND  
IMPREGNATED GLASS ROVINGS**

Original cycle start date: **02 October 2020**

Expiry date of previous cycle: **Not Applicable**

Certification Audit date: **18 July 2020**

Certification cycle start date: **02 October 2020**

Subject to the continued satisfactory operation of the organization's Management System, this certificate expires on: **01 October 2023**

Certificate No. **IND.20.10985/IM/U** Version: 1 Revision date: **02 October 2020**

*[Signature]*  
Signed on behalf of BVCH SAS UK Branch  
Jagdish N. MANIAN  
Head - CERTIFICATION, South Asia  
Commodities, Industry & Facilities Division



Certification body address: 5th Floor, 40 Piccadilly Street, London, W1A 1BA, United Kingdom

Local office: Bureau Veritas (India) Private Limited (Certification Business)  
72 Business Park, Marol Industrial Area, MIDC Cross Road 1C,  
Andheri (East), Mumbai - 400 081, India.

Further clarifications regarding the scope of this certificate and the applicability of the management system requirements may be obtained by consulting the organization. To check this certificate validity please call +91 22 6276 2000.



# Certificate

for

## Finolex Cables Limited

26/27, Mumbai - Pune Road, Pimpri, Pune -  
411018, Maharashtra, India

Sites:

Head office: Finolex Cables Limited, 26/27, Mumbai - Pune  
Road, Pimpri, Pune - 411018, Maharashtra, India  
Pune Plant: Finolex Cables Limited, OF & OFC Division,  
Plot No. 344, Village - Urse, Taluka - Maval, Pune -  
410506, Maharashtra, India  
Goa Plant: Finolex Cables Limited, OFC Division, Plot No.  
L123A/L9A, Verna Industrial Estate, Verna, Salcette -  
403722, Goa, India

The validity of the CIS certificate will be maintained by annual surveillance audits and one recertification audit after three years.

This CIS Certificate confirms the application and further development of an effective

## INFORMATION SECURITY MANAGEMENT SYSTEM

complying with the requirements of standard  
**ISO 27001:2013**

Registration No.: I-00508/0

Date of initial issue: 22.10.2020

Valid until: 22.10.2023

Vienna, 22.10.2020

CIS - Certification & Information Security Services GmbH

*[Signature]*

Erich Scheiber  
General Manager



# Conferred with Pride of India Brands & MahaBrand Awards -2022

Finolex





# Marketing Campaign Launched

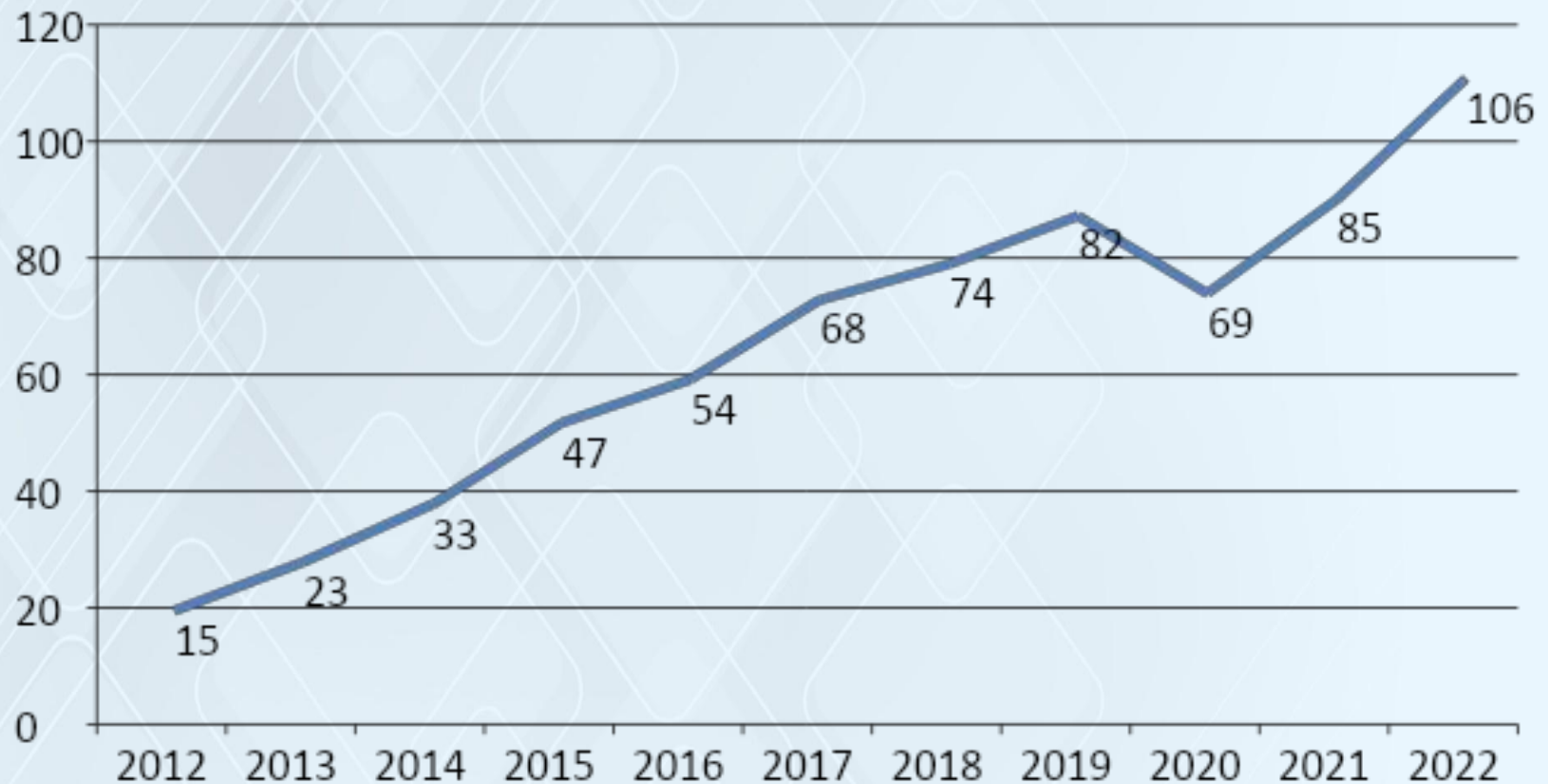
- A 360° high impact **‘No Stress. Finolex.’** campaign launched
- The campaign establishes a new positioning of **‘Xceeds Xpectations’**. It builds on Finolex Cables rich legacy of quality and reliability. The X inspired from the ‘X’ from Finolex and reinforces the customers belief in our product performance.
- Introduces Kartik Aaryan and Kiara Advani, as brand ambassadors



# Debt Free Company With Strong Financials

**Finolex**

**Profit before tax in US \$ (Million)**



1 US \$ = INR 74

# Market leader in wires & cables

**Finolex**

## Market leader in W&C . . .

- Largest Wire manufacturer in India, with a market share of 23% of the organized market
- No 1 player in 3 CF
- Largest manufactures of LAN cable, CCTV and Co-Axial Cable

## We Cater to...

- Institutional and retail customers in different industries
- Made-to-stock: based on demand forecasts from customers and/or company sales team
- Made-to-order: customized products for varied applications  
-Telecom, Oil & gas, Auto, Power, Signaling, Communication,  
Building Electrification, D2H etc.

POWER CABLES	OPTICAL FIBRE CABLE	CO AXIAL	FRLSH	CCTV CABLES	SOLAR CABLES
					
JFTC	TELEPHONE CABLES	HT CABLES	SPEAKER CABLES	FLAMEGARD	EHVC
					



# **Wire & Cable Product Range**



Finolex is the largest manufacturer of building wire in India selling through a wide distributor / dealer network. Finolex pioneered the concept of **Flame Retardant Low Smoke (FRLS) Building Wires** in India

- Fire Retardant (FR)
- Fire Retardant Low Smoke (FRLSH)
- Halogen Free Fire Retardant (HFFR)



# Fire Retardant (FR)

Finolex

- Electrical Wire ( 0.75 to 6 Sq mm) – IS694
- Bright annealed bare copper conductor 99.97% purity.
- Multi-stranded electrical wires Ideal for concealed or in the conduit pipe wiring.
- Range 0.75, 1.0, 1.5, 2.5, 4.0 & 6.0 sq.mm.. in Black, Blue, Green, Red & Yellow colours of 90m and 180 meters lengths.
- Also available in 45 meter packing
- Conforms to IS : 694, with ISI mark
- FIA / TAC approved
- Rodent Repellent and Anti Termite feature
- ROHS compliance
- REACH compliance



# High Fire Safety

FR PVC specially formulated and manufactured in house offers high fire safety because of its-

- High insulation resistance (IR)
- High Temperature Index min 250° C
- Critical Oxygen Index min 29%
- Designed to withstand continuous rating of 70°C

**All wires are subjected to spark test thus ensuring no weak spots in insulation**

# Less Electricity Consumption

- Use of 99.97% Pure Electrolytic Grade Copper
- More than 100% conductivity
- Multi strand Conductor offers higher flexibility

Pure copper and higher conductivity offers saving on electrical energy and thus reduced electricity bill



# Fire Retardant Low Smoke (FRLSH)

- FR PVC Insulated Industrial Cables
- Flamegard (FR Low Smoke PVC insulation and toxic gas suppressing properties)
- Thickly populated areas , Multi storied high rise building. For identification orange strip provided on it.
- Rodent Repellent and Anti Termite feature
- ROHS compliance
- REACH compliance



# FRLSH Advantage

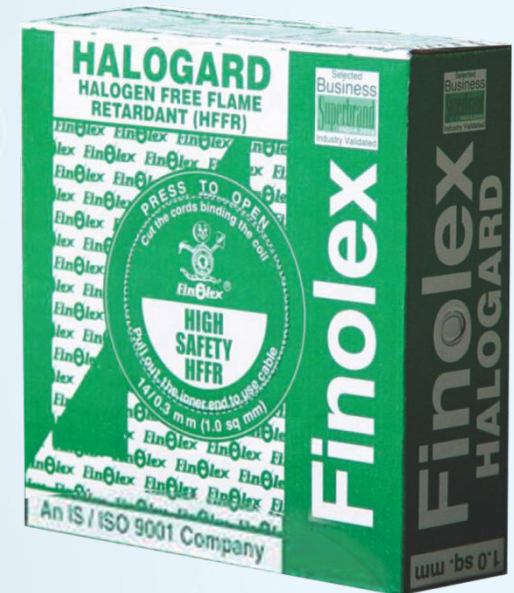
**Finolex**

Particular	Ordinary Wire	Finolex	
Temp. Index	Upto 150°C	Upto 250°C	✓
Oxygen Index	Upto 23%	Upto 29%	✓
Smoke density	Upto 85-90%	Less than 60%	✓
.Acidic fumes	Upto 45-50%	Less than 20%	✓
Extinguishes immediately by itself	No	Yes	✓

# Halogen Free Fire Retardant (HFFR)

- Halogen Free FR PVC insulated
- Environment Friendly
- High insulation resistance (IR)
- High Temperature Index min 250° C
- Critical Oxygen Index min 29%
- Designed to withstand continuous rating of 70° C
- Emits very low amount of smoke and practically nil Hydrochloric Acid Gas during fire
- In case of fire, "Halogard" wires retard fire and do not support the burning at normal room temperature due to its high oxygen index value

**Due to its low acid gas emission property, valuable equipment like computers, electronic devices etc. are protected from corrosion and pose lesser health hazard**



# FR PVC Insulated Industrial Single & Multicore Flexible Cable

Finolex

- Customized for applications in machine tools, appliances, control panels, machinery and industries of every nature
- The conductors, drawn from 99.97% bright electrolytic grade copper with more than 100% conductivity, are annealed and bunched together. The conductors are insulated with a FR PVC compound with high insulation resistance and dielectric strength
- In case of Multi Core Cables, the insulated cores are laid up to form the core assembly. The sheathing is provided with a specially formulated PVC compound to facilitate not only ease in stripping but also to withstand mechanical abrasion while in use. These FR PVC compounds used for insulation and sheathing have high oxygen and temperature index.





# FR PVC Insulated Industrial Single & Multicore Flexible Cable

**Finolex**

- The Single Core and Multi Core sheathed Industrial Cables are manufactured as per IS 694:2010, in sizes from 0.5 sq. mm. to 300 sq. mm. in Single Core, and in sizes 0.5 sq. mm. to 2.5 sq. mm. up to 25 cores.



# Winding Wires

**Finolex**



Finolex is India's largest manufacturer of PVC insulated winding wires and 3 core flat cables for submersible pumps





# Jelly Filled Telephone Cables

**Finolex**



Finolex has a total installed capacity of 10.0 million core conductor kilometers of Copper Jelly Filled Telephone Cables. The range includes 10 pair to 2400 pair from 0.4 to 0.9 mm. Copper conductor size. Finolex also manufactures foam skin variety as well as high frequency shield and Air Core cables as per International Specifications.

# Auto Cables

**Finolex**



Finolex manufactures automobile wires meeting the stringent German VDE specifications as well as the Japanese JIS specifications. Customers include large wiring harness manufacturers like Tata Yazaki, Tyco and Delphi. Finolex also sells automobile wires through a distribution network for repair shops



# Low Voltage Power Cables

**Finolex**



Finolex manufactures low voltage power and control cables upto 3.3 KV in PVC and XLPE categories meeting Indian and other international specifications.



# Medium Voltage Power Cables

**Finolex**



Finolex manufactures Medium Voltage Power Cables from 11 to 33 KV in Copper and Aluminum meeting various international specifications





Finolex manufactures RG-6, RG-59 and RG-11 range of drop coaxial cables used in cable TV applications.

Large size CATV trunk cables (375/500/540/700 series) manufactured meeting Commscope specifications...

The only Indian Company using the latest physical foaming process



# LAN Cables

Finolex

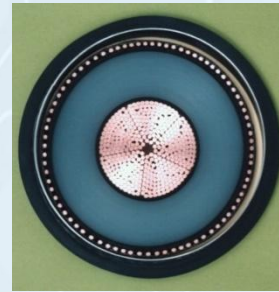
- Finolex manufactures variety of LAN cables like CAT5E, CAT6, CAT5E-CCA, CAT6-CCA, CAT5E (2 Pair Outdoor cable) and CAT6A-UTP
- All cables are manufactured as per the standard of ANSI/TIA 568C.2
- CAT5E cable is UL Listed.
- CAT6 cable is UL Listed and ETL Verified.



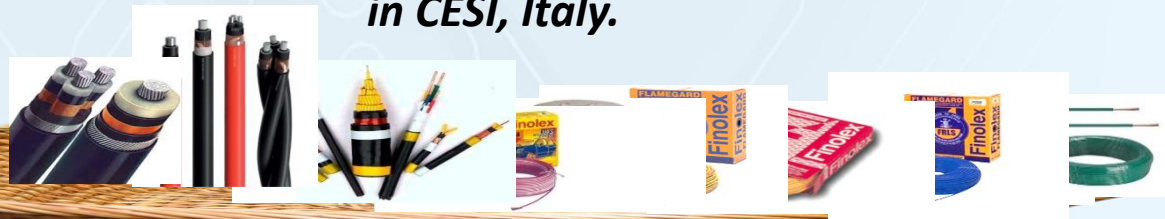


# High/Extra High Voltage Power Cables

Finolex along with J-Power Systems has setup a plant near Pune at Shirval to manufacture High/Extra High Voltage Power Cables upto 500 KV.



***No Company in India has manufactured 400 KV power cables which we have manufactured at our Plant and is undergoing Type approval tests in CESI, Italy.***



# Expanding Consumer Funnel

Finolex



## Fan Range

- Ceiling Fans
  - Decorative Collection
  - Smart Collection
  - Economy Collection
- TPW Range
  - Table Fans
  - Wall Fans
  - Pedestal Fans
- Exhaust Fans
  - Plastic Domestic Fans
  - Domestic Metal Fans
  - Industrial Metal Fans
- Portal Fans

### Features

- Anti Dust Anti Bacteria;
- ABS Blades;
- Stunning colour combination;
- Powerful High Speed Motor
- Higher Air Delivery



# Feriha Switches

- Soft switching mechanism
- Switch with long life with X rating, designed for inductive & resistive load
- Special design minimizes visibility of Arc substantially
- Switches accessories made from FR grade polycarbonate
- UV rays resistant properties
- Front loading and removal makes switch and accessories easy to install
- Socket with safety shutters
- Elegant knob design & 360° rotation fan regulators
- Silver cadmium oxide coated contact points





## RPVC Conduits & Fittings

- 4 pipes extrusion line ensures thickness is accurately maintained throw-out the length to avoid failure at any point
- Totally automated plant to avoid contamination.
- Raw material from renowned foreign supplier to ensure the highest quality of product.
- Counting done on imported automatic machine to avoid mistakes
- Colored printing identification for pipes LMS, MMS & HMS type.
- Automatic Packaging system with stitching both ends getting introduced to avoid damage of packing during transportation.



### Features

- Fire Retardant
- Thermal resistant from -5 to +60 C
- Corrosion Free
- Durable & Impact resistant
- **Colour-** Black, Grey & Ivory
- **Variants-** LMS, MMS & HMS

- Lighting range includes bulbs, battens, slim panels, down lighters, led strips, spot lights, track lights for indoor applications,
- High bay fixtures for industrial applications and floodlights, streetlights, garden lights for outdoor applications.
- Environment friendly/ No harmful content; No UV/IR emission
- Surge protection from 2.0 -10 Kv depending upon the product application
- Products Available In Wide Range Of Colour Temperature (cool Day Light/neutral White/warm White)



### Features

- Energy saving upto 90%\*
- Long life up to 25000 hrs\*
- Delivers higher CRI to bring out real colors in objects
- Sleek & compact

# Accessories

Finolex

- Contemporary Design Cues
- Blends With Any Home Décor



# Electric Water Heater

Finolex

- Range extends from 1 to 50 ltrs
- Storage Water Heater
  - Cuberdon Nxg
  - Jubito Plus
  - Velikan
  - Telica
- Instant Water Heater
  - Diazo
  - Allesandro
- Immersion Rod
- BEE 5 Star & 4 Star rating range
- 2 Year Product Warranty & 5 Year On Tank

## Features

- Blue Topaz Glasslined Inner Tank
- High Working Pressure
- Thermal Cutout
- Multifunctional valve
- Water Resistant
- Heavy Gauge Tank
- High Precision Thermostat





# Switchgear Range

- High Breaking capacity of 10kA as per IEC 60898-1
- Range 6A- 63A in SP, SPN, DP, TP, TPN & FP Configuration
- 'B' & 'C' Curve
- High Operational Life
- Low Power Loss
- Excellent Aesthetics
- Special On/Off Indicator
- Air Vents for Temperature Stabilization
- Faster Operating Current Limiting MCB



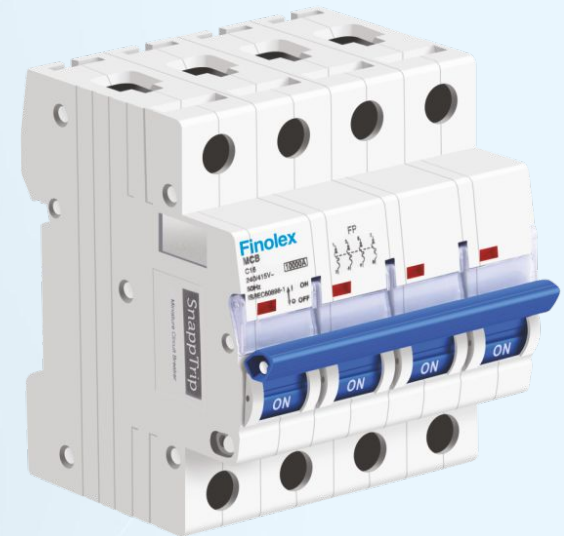
## RCCB & Isolater

A **Residual Current Circuit Breaker** (RCCB) is essentially a current sensing device used to protect earth leakage current in circuit.



- Test Button for regular inspection
- Simple and robust operating mechanism

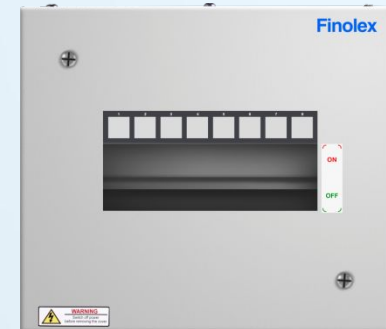
**MCB Isolator** is a switch disconnecter device that requires minimum maintenance while offering maximum reliability and performance.



- Wide range available
- Easy to operate

## Distribution Board

- A distribution board divides an electrical power feed into subsidiary circuits, While providing a protective fuse or circuit breaker for each circuit in a common enclosure.
- Available in SPN and TPN
- IP 43 Protection
- Raised Neutral Link for easy wiring
- Glossy Finish for scratch free surface
- Cement Guard for protection against dust & cement
- Attractive Aesthetics





# ...by putting Strategic Levers to work



# Strengthening the Brand & Distribution Network

**Finolex**

**UTSAV – Bhagyalaxmi Scheme**  
Pan India customer relationship management program covering Electricians & retailers

Pricing structure with RDP implementation

Loyalty APP for Architect

**Distributor Management System ( DMS )-** Provides visibility on secondary sales and sales trends of high running SKU's

Universe Mapping of Counters, Beat plans for all DSM's and KPI tracking through IT Enablers



**Robust IT Setups.**  
Sales Force Automation Apps which links internal systems with authorized distributors

Enhanced ATL , BTL supports.  
Market Blitz campaign to increase consumer awareness and counter share

Cable Calculator App

AR/VR App for Products

Sales/Service team being strengthen across all the regions

Strengthen our internal operations like Logistics, Warehousing etc.

# Customers

Finolex





# Realty Customers

Finolex



## Key Industry Partners



