

**MOVING**

**FORWARD**

**TOWARDS A BETTER**

***ElectriKAL***

## **“Move Forward”**

Sounds like a fearless war cry from a General leading his troops into a conquest. The spirit in this more than 5 decade old Organisation is somewhat resonant to that. There’s something inspiring about these war cries - clear cut directive towards action. It is this clarity of order that makes those foot soldiers charge by the hundreds and thousands and achieve their objective with unwavering commitment.

At Finolex Cables, we are riding in the same spirit of action powered by clarity. Each and every one of us has a clear vision of where to go and what to achieve. The path ahead isn’t easy and that’s probably why treading it successfully would be all the more rewarding. But it feels great to know that it is time for this large and committed team to load our lungs with an air of purpose and let out a powerful shriek that says...

## **“Move Forward”**

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# CHAIRMAN'S MESSAGE

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Dear Shareholders,

The very decisive mandate in the general elections last year was a positive development in the economy. Its impact was felt immediately in the form of improved business sentiments. Over the last few months, several measures have been announced by the Government, which should bring back the growth momentum within the country. In that context, I expect that the next few years should be an exciting journey for our Company in the form of better growth and expansion into newer product segments.

During the last few years, besides our cable business, we have forayed into new segments and added new products under the Finolex brand. The intention is to evolve over a period of time into an Electrical Products Company as opposed to continuing as a Wires and Cables Company. Today our Rs. 2,449 crore company is no more a pure play Wire and Cables Company.

The year that concluded saw us delivering on our continuous endeavour of enhancing our capabilities and augmenting our product basket. It gives me immense pleasure to announce the expansion of our range of switches besides the launch of high quality MCBs (Miniature Circuit Breakers) shortly.

Finolex has always believed in expanding through backward integration and diversification into different segments and new products to grow rapidly. For instance, our top-of-the-line LED lighting range which was launched recently, offers efficient, environment-friendly and long lasting solutions for domestic and industrial applications alike.

At Finolex, we have always stayed ahead of times offering the best the consumers can ask for. As your Company is aiming to make big gains with diversification and expansion, I look forward to your continued support, guidance and encouragement, which will help the Company to stay at the helm of success for years to come.

With best wishes

Deepak Chhabria  
Executive Chairman

# FINOSWITCH: STYLE MEETS SUBSTANCE AND MORE

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Moving forward in our journey towards becoming a complete electrical solutions provider, our focus is on the consumer. The real challenge lies in making an impression in the consumer's heart.

Finoswitch is one of our front runners in our new range of consumer facing products. Today's consumer is well informed and looks for products that are multi-faceted. Finoswitch blends style and substance seamlessly. With a strong performance promise of 100,000 clicks guaranteed and classy Italian finish with a range of colours and styles, it is sure to

make a mark in the market.

Recognizing the strength of the product and responding to the positive responses from the market, we are furthering our efforts towards marketing the products far and wide. The latest television commercial for Finoswitch garnered widespread positive reviews from consumers and business fraternity alike. The spot also had the acclaim to be featured in India's premier advertising festival. The Premium and Classic range of switches complements a modern Indian household aesthetical value successfully.



The next significant feature that consumers of tomorrow will expect from most products is 'technology that brings forth convenience through automation'. Our new range of TOUCH SWITCH will do just that. Simple touch functions will enable multiple controls in terms of room lighting and mood. The switch will also be enabled with voice control to take the interaction to a whole new level.

The future is smart, the future is intelligent. The power lies in the hands or should we say in the command of the consumer.



# FINOLEX LED: LIGHTING UP NEW POSSIBILITIES

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Crisp and clear product promise has helped us to connect with consumers better. A LED bulb that lasts for 15 years became a compelling and humorous storyline in the latest TV spot that ran through the IPL matches.

While we started with the complete range of CFL bulbs and augmented it further with the T5 tubes and fittings, we were quick to realise the market trend and adapt to it. That's what forward thinking helped us achieve. Recognise opportunities and steer course towards new horizons. A wide range of LED lighting solutions are the next chapter to our consumer story. The future of lighting is LED since they are economical and most importantly eco-friendly. The consumer seems to be responding well to the products as gradually we are making our presence felt. We believe that there is yet a large part of the market that's gradually making the shift to LED and we are warming up to the potential. We are also catering to demands at an industrial level as we have the range covered.



A NEW RANGE OF CFL AND LED PRODUCTS  
FOR DOMESTIC & INDUSTRIAL APPLICATIONS



# FINOLEX SWITCHGEAR: SAFETY IN MILLISECONDS

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Moving forward is a belief that is better conveyed in action. New products catering to demands of modern households will make Finolex extend the trust equity to a whole new level. India is a young nation and we need to have renewed reasons for the consumer to associate with us beyond just wires and cables. The latest offering in our consumer facing journey are Switchgears. The modern household is every bit as efficient in safety aspects as it is in aesthetics. Our switchgears come under many variants like MCBs, RCCBs, MCCBs along with the Distribution Boards. The primary role of Switchgear is to ensure the safety of an electrical system. In common terms switchgears protect you from Short Circuit and Overload amongst other electrical faults. Though the market is highly competitive we are motivated to make this product a resounding success.





RANGE OF MCBs,  
RCCBs, MCCBs  
AND  
DISTRIBUTION BOARDS



# BOARD OF DIRECTORS

D. K. Chhabria

*Executive Chairman*

P. P. Chhabria

Dr. H. S. Vachha

Atul C. Choksey

Sanjay K. Asher

P. G. Pawar

S. B. (Ravi) Pandit

Pradeep R. Rath

Adi J. Engineer

Mrs. Namita V. Thapar

M. Viswanathan

*Executive Director &  
Chief Financial Officer*

R. G. D'Silva

*Company Secretary &  
President (Legal)*

Bankers

*Central Bank of India  
Corporation Bank  
HDFC Bank Ltd.  
ICICI Bank Ltd.  
State Bank of India  
The Bank of Nova Scotia*

Auditors

*B. K. Khare & Co.  
Chartered Accountants*

Cost Auditors

*Joshi Apte & Associates  
Cost Accountants*

Solicitors

*Crawford Bayley & Co.*

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