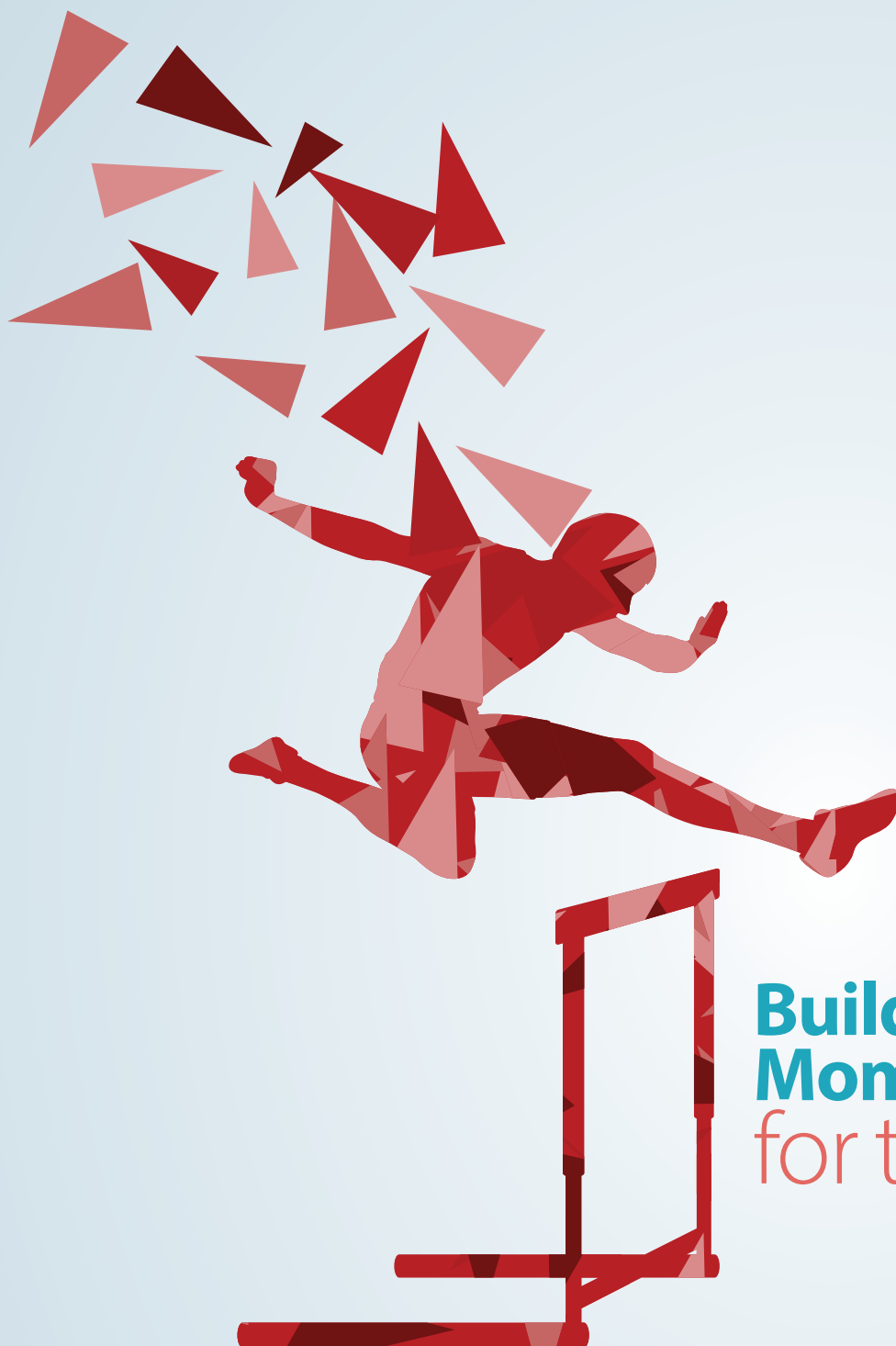


17/18 | Annual  
Report

Paramount Communications Limited



**Building  
Momentum**  
for tomorrow



**Late Shri Shyam Sunder Aggarwal**

Founder – Paramount Communications Limited  
(06.10.1936 – 06.12.1999)

“What a great man does,  
is followed by others.  
People go by the example  
he sets.”

- *Bhagwat Gita*, 3.21

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to view our report online



# Building momentum for tomorrow

**...is taking decisive moves** to overcome obstacles

**...is focusing** on the core strengths to create a competitive edge

**...is being determined** to build a sustainable business model that will deliver over the long run

**...is targeting** the right areas that will drive future growth

At Paramount Communications Limited, or Paramount Cables, our brand by which we are commonly known, this is how we are gearing up for a better future, having successfully navigated through one of the most challenging phases in our existence. During these times the demand and sales declined, margins were hit, inventory went up, foreign acquisition and domestic expansion went haywire, and debts swelled. It tested our mettle, eroded our net worth, and dwindled shareholder value.

Yet, we remained resilient and focused on basics.

We continued with uninterrupted operations and our commitment to quality. We focused on reducing debt and improving balance sheet health. We diversified to newer businesses and launched pioneering products.

And here we are today, a rejuvenated organization, prepared to capitalize on the unprecedented industry opportunities that lie ahead.

**This is our new beginning.**

## Building momentum for tomorrow with decisive moves

### Corporate debt restructuring

We settled all our outstanding debts with banks to sustainable level.

### Foreign Currency Convertible Bond (FCCB) conversion

We settled with the bond holders and converted FCCBs into equity.

### Maintaining uninterrupted operations

We continued operations without any disturbance, while remaining focused on improving operational efficiency and quality.

### Strengthening retail presence

We continued to grow our housing wire business that provides the advantage of diversification to retail segments and better margins.

### Promoter capital infusion

Our promoters infused ₹ 260 Million to strengthen finances and meet working capital requirements. The funds will also be utilized for modernizing and debottlenecking the plants to enhance production capacities and hence improve margins.



## The result

### ▲ Net worth

Net worth increased from  
₹ (3,354) Million in FY 2015-16 to

**₹ 863 Million**

in FY 2017-18

### ▼ Total debt

Total debt declined by

**65%** from

₹ 5,799 Million in FY 2015-16 to ₹ 2,035 Million  
in FY 2017-18

### ▼ Interest costs

Interest costs declined by

**94%** from

₹ 722 Million in FY 2015-16 to ₹ 42 Million  
in FY 2017-18

### ▲ Revenues

Revenues increased by 38% from  
₹ 3,118 Million in FY 2015-16 to

**₹ 4,300 Million**

in FY 2017-18

### ▲ Operating profit

Operating profit of

**₹ 10 Million** in FY 2017-18 against an

operating loss of ₹ 431 Million in FY 2015-16

### ▲ Profit after tax

Profit after tax including  
comprehensive income of

**₹ 146 Million**

in FY 2017-18 against a net loss of ₹ 1,223 Million  
in FY 2015-16



# Know us better

Over six decades of operations.

Wide portfolio offerings procured by prestigious public and private sector companies across multiple sectors in India and internationally.

Amongst the few players to service the cabling needs of all major infrastructure segments. Focused on manufacturing excellence, technological advancement and customer satisfaction. We are Paramount Cables, one of India's leading and pioneering wires and cables manufacturing companies.

## Our profile

Established in 1955 by Late Shri Shyam Sunder Aggarwal as a partnership concern, Paramount Cables has grown into one of the most trusted cables brands. The Company is headquartered in New Delhi and has two manufacturing plants in Khushkhhera (Rajasthan) and Dharuhera (Haryana). It is listed on the BSE Ltd. and the National Stock Exchange of India Limited (NSE).

## We are unique

### Multi-sectoral offerings

Power, Railways, Telecom, IT and Communications, Construction, Defense, Space Research Segments, Fertilizer, Petrochemical, Steel and Electronics among others.

### Wide product basket

'One-Stop provider' for all cable products providing complete cabling solution to its customers.

### Export capability

Products exported across several countries including Bangladesh, Chile, Ghana, Iraq, Jordan, Kenya, Kuwait, Libya, Nepal, Nigeria, Oman, Qatar, Russia, South Africa, Spain, Sri Lanka, Tanzania, UAE, UK, Ukraine, Zambia etc.

### Proficient team

Highly efficient management supported by a dedicated team of engineering, marketing and finance professionals.

### Customer-centricity

Offers high quality, competitive pricing and customer servicing.

### Research capability

Offers customized specialty cables through strong in-house R&D, extensive technical research, sound engineering practices, and comprehensive design and development skills.



## Strong clientele

### Public sector undertaking

 APGENCO	 Maharatna Company	 BSNL Connecting India
 BSES Yamuna Power Limited		
 एनटीपीसी NTPC	 रेलटेल RAILTEL	 पुस्तक सार्वजनिक TRANSMISSION CORPORATION LIMITED
 MAHAVITARAN Maharashtra State Electricity Distribution Co. Ltd.	 BBNL CLUBO CREATIVE WORKS Illustrated for Ekaswaya	 JVNL

### Private companies

 airtel	 ABB	 BAJAJ Bajaj Electricals Ltd. Inspiring Trust
 TATA TATA PROJECTS LIMITED	 KEC KEC INTERNATIONAL LIMITED	 KALPA-TARU POWER TRANSMISSION LIMITED
 EMC Limited Spanning Power Globally Since 1953	 SIEMENS Ingenuity for life	 LARSEN & TOUBRO

## Our reputation

First company to be awarded the National Entrepreneurship Award by the President of India for Outstanding Achievement in the field of wire and cable manufacturing in 1984.

Sole vendor with near zero rejection rates for Railway Axle Counter Cables.

Paramount Cables is the only Indian Cables brand among the very few brands globally to simultaneously hold certification for the highest level of Fire Survival Cables from both BASEC (British Approvals Service for Cables) and LPCB (Loss Prevention Certification Board).

## Driven by R&D and manufacturing excellence

With our strong manufacturing excellence, technological advancement and R&D capabilities, we develop a wide range of high-quality products across multiple categories that cater to the stringent requirements of customers globally. This enables us to remain diversified and de-risked.

### Vendor of choice

We have emerged as vendor of choice for clients globally driven by our strong focus on quality and timely delivery of products. We have stringent in-house process controls and quality assurance experts that facilitate development of quality products. We ensure high level of scrutiny across every stage of manufacturing process right from raw material procurement to manufacturing and final despatch. It is a result of this that our products meet technological parameters and specifications of prestigious national and international agencies as well as accreditations and approvals from clients.

### R&D competence

We have to our achievement a track-record of consistently developing customized and pioneering products that are

comparatively superior in terms of quality and performance. This competency has enabled us to build strong brand equity and a reputation that if a product is from Paramount Cables it must be of high standard. It also enables us to gain first mover advantage in several instances.

### Strong manufacturing infrastructure

We have a large-scale manufacturing set-up across our plants at Khuskhera (Rajasthan) and Dharuhera (Haryana), enabling us to service the growing business requirements. Both these plants are ISO certified (ISO 9001:2015 and ISO 14001:2015) by URS certification and follow robust health and safety standards. Having advanced machineries and hi-tech testing equipment, including that for fire retardant low smoke PVC compounds and for electrical testing, these facilities enable us to maintain strong quality.





## Accreditations

### Indian Accreditation / Approvals

- ▶ Bureau of Indian Standards (BIS)
- ▶ Telecom Engineering Centre
- ▶ Research Designs & Standards Organization (RDSO) for Railways
- ▶ National Thermal Power Corp Ltd - NTPC for Power Cables
- ▶ Power Grid Corp of India Ltd - PGCIL for Power Cables

### International Accreditation / Approvals

- ▶ British Approvals Service for Cables (BASEC) for LV Power Cables & Fire Survival Cables
- ▶ Loss Prevention Certification Board (LPCB) for Fire Survival Cables
- ▶ UL Standard for Service Entrance Cables and Thermoset Insulated Wires & Cables
- ▶ IEC, EN & TUV Standard for Solar Cables

### Product Licenses

Licensed by BIS to mark products with:

- ▶ IS 7098 Part 1 and Part 2 for LT 1.1 KV and 3.3KV-33KV HT XLPE Power Cables
- ▶ IS 14255 for 1.1 KV Aerial Bunch Cables
- ▶ IS 694 for light duty PVC Cables
- ▶ IS 1554 Part 1 for 1.1 KV heavy duty armoured and unarmoured cables including control cables
- ▶ Licensed by BASEC to mark products with BS 5467, BS 6724 & BS 7846
- ▶ Licensed by LPCB to mark Fire Survival Cables
- ▶ UL marking approval for Service Entrance Cables as per UL 854 and Thermoset Insulated Wires & Cables as per UL 44
- ▶ TUV approval for Solar Cables

## International Product manufacturing standards

- ▶ British Standard Specifications (BSS)
- ▶ American Society for Testing and Materials (ASTM International)
- ▶ International Electro Technical Commission Specifications (IEC)
- ▶ Verband der Elektrotechnik (VDE)
- ▶ Deutsches Institut für Normung e.V. (DIN)
- ▶ Japanese Industrial Standards (JIS)
- ▶ French Standards (NFC)
- ▶ Russian Standards (GOST)

# Unique and diversified product offerings

## Power

- ▶ High Tension (HT) and Low Tension (LT) Power Cables
- ▶ HT and LT Aerial Bunch Cables (ABC)
- ▶ Control and Instrumentation Cables
- ▶ Thermocouple Extension and Compensating Cables
- ▶ Fire Survival Cables
- ▶ Fire Resistant Low Smoke (FRLS) Cables

## Railway

- ▶ Signalling Cables
- ▶ Axle Counter Cables

## Telecom

- ▶ Optical Fiber Cables (OFC)
- ▶ Jelly Filled Telephone (JFT) Cables
- ▶ Aerial Telecom Cables
- ▶ Installation Cables for Electronic Exchanges
- ▶ Hook-up / Jumper / Drop Wires
- ▶ Fiber to the Home (FTTH) Cables

## Domestic Building Wires

## Solar Cables

## Multicore Cables

## Submersible Cables

## Special Cables

## Poly-Tetra Fluoroethylene Cables (PTFE)

