

A RESURGENT

PARAMOUNT

SCALING NEW
HEIGHTS



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

- Bhagavad Gita, 3.21

Late Shri Shyam Sunder Aggarwal

Founder – Paramount Communications Limited
(06.10.1936 – 06.12.1999)

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For more information
Log on to www.paramountcables.com

FY 2022-23 MARKED A MOMENTOUS YEAR FOR PARAMOUNT, ONE WHERE WE ACHIEVED EXPONENTIAL GROWTH IN REVENUE AND PROFITABILITY. WE RECORDED A 37% INCREASE IN REVENUE AND A REMARKABLE 482% SURGE IN PAT. OUR OUTSTANDING PERFORMANCE HAS EMBOLDENED US TO STRIVE FOR GREATER HEIGHTS IN BUILDING A STRONGER AND MORE SUSTAINABLE BUSINESS.

A key factor in our success has been the substantial growth in our exports, particularly in the highly lucrative United States (US) market. The successful adoption of the business-to-consumer (B2C) sales model in the USA has led to remarkable revenue growth and a significant expansion of our market share. Building on this momentum, we have robust plans to further expand into international markets, enhance operational efficiency, and prioritize customer satisfaction.

Our unwavering dedication to strengthening the power cables business has proven to be a crucial driver of our impressive revenue growth. We have invested resources in research and development, leading to the creation of cutting-edge power cable solutions that cater to the evolving needs of customers. Through our strategic initiatives, we have successfully positioned ourselves to seize lucrative opportunities in the market and thrive amidst challenging economic conditions.

Further, we have embarked on a proactive journey to reduce our debt and optimize operational costs. Our proactive approach to debt reduction is an integral part of our broader vision to achieve sustainable growth. By prioritizing debt reduction, we are equipping ourselves to bolster our financial strength and capitalize on emerging opportunities, ensuring a resilient and stronger future.

WE ARE SHARPLY FOCUSED ON SCALING NEW PINNACLES OF SUCCESS, DRIVEN BY INNOVATION AND CUSTOMER SATISFACTION. OUR AIM IS TO CARVE A PATH OF CONTINUED GROWTH AND PROGRESS, POSITIONING PARAMOUNT AT THE FOREFRONT OF EVOLVING MARKET TRENDS AND DELIVERING ENHANCED VALUE TO ALL THE STAKEHOLDERS.

ABOUT US

Powering Progress with strong fundamentals

Paramount Cables stands as a prominent player in India's wires and cables industry, renowned for manufacturing high-quality products and solutions tailored to diverse infrastructure segments. Our brand commands a formidable reputation among esteemed public and private sector organizations, not just within India but also on the global stage.

Our extensive portfolio boasts a wide array of products meticulously crafted to adhere to the most stringent quality and safety standards. We are pioneers in driving innovation and developing cutting-edge solutions that cater to the ever-changing customer demands, propelling progress forward. This achievement is underpinned by our unparalleled expertise and capabilities which sets us apart in the industry.

WE HAVE THE FIRST MOVER ADVANTAGE IN INDIA TO PROVIDE THE FOLLOWING



Laying and repairing undersea cables



Introducing non-toxic, lead-free house wires



Development of path-breaking products in the cables industry



India's only wire to offer 20 years warranty



OUR GROWTH STORY IN NUMBERS

37%

Revenue Growth in FY 2022-23

166%

EBITDA Growth in FY 2022-23

25%

Growth in Retail Segment

482%

PAT Growth in FY 2022-23

2

Production units

2,500+

Product SKUs

500+

Institutional Clients

50%

Share of exports

1,200+

Employees

100+

Channel partners

5,000+Actively associated
electricians in India

INVESTMENT CASE

Key differentiators that forge us ahead

An extensive product portfolio, strong prequalification credentials and competencies, robust manufacturing capabilities, innovation and technology expertise, and widespread market presence offer a strong investment case for Paramount.

LEADING THE WIRES AND CABLES INDUSTRY WITH UNMATCHED CAPABILITIES



STRONG EXPERTISE

Our strong expertise of more than 60 years and track record of successful order execution are the pillars of our success. Our team's profound understanding of our customers' requirements sets us apart, allowing us to tailor our solutions precisely to their needs.



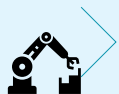
PREQUALIFICATION CREDENTIALS

Our extensive prequalification credentials and competencies serve as a testament to our competence in delivering complex solutions. It has solidified our position as a preferred cable supplier to leading private and government infrastructure companies.



DIVERSIFIED OFFERINGS

We offer an extensive product portfolio that encompasses a diverse range of wiring and cabling solutions. Our product portfolio comprises high-quality products and solutions, including power cables, railways cables, telecom cables, and domestic wires and cables as well as specialized turnkey services for telecom, power, railway, and submarine cable projects.



MANUFACTURING EXCELLENCE

We operate two state-of-the-art manufacturing units with prestigious certifications for quality management and environmental standards.



MULTISECTORAL COMPETENCIES

We serve major infrastructure segments encompassing Power, Railways, Telecom, IT & Communications, Steel, Cement, Construction, Defense, Space Research, Electronics, Oil & Gas, Renewables, Export, and Specialized turnkey services.



KEY CERTIFICATIONS

An efficient and well-equipped manufacturing setup allows Paramount to maintain stringent quality control, optimize production processes, and meet customer demands promptly.

- ISO 9001:2015 for robust quality management system
- ISO 14001:2015 for environmental sustainability
- ISO 45001:2018 for Occupational Health and Safety Management



ROBUST R&D CAPABILITIES

Our R&D team comprises skilled and highly qualified individuals, including engineers, MBAs, and experts in diverse fields who are constantly engaged in developing innovative solutions to address emerging market needs.



WIDESPREAD PRESENCE

A widespread market reach signifies brand recognition, customer trust, and the ability to operate in different regions. We have a fast growing distribution segment for house wires and a loyal electrician base due to strong confidence in our products and services.

PREFERRED PARTNER OF ESTEEMED ORGANIZATIONS

We take immense pride in servicing the most prestigious companies and partnering with them to deliver cutting-edge solutions. Our marquee customer base includes:

PUBLIC SECTOR



PRIVATE SECTOR



PRODUCT PORTFOLIO

Diversified offerings for multisectoral needs

We cater to multiple infrastructure segments in both the public and private sectors with our differentiated products and solutions. Our diversification strategy not only enhances revenue streams and business opportunities but also reduces risks of potential downturns in specific products or segments.



POWER CABLES

- Low Tension (LT) & High Tension (HT) Power Cables
- LT & HT Aerial Bunch Cables
- Screened & Unscreened Cables
- Control Cables
- Instrumentation Cables

Key Features:

- Designed for the efficient transmission and distribution of electrical power
- Cable voltage ratings from 600V to 66 KV to suit different applications
- Typically constructed with copper or aluminum conductors for optimal electrical conductivity
- Insulated with materials like PVC (Polyvinyl Chloride) or XLPE (Cross-Linked Polyethylene) or other special polymers to provide electrical insulation and protection
- Suitable for both underground and overhead installations, depending on the specific type
- Power cables for Renewable Energy



RAILWAY CABLES

- Signaling Cables
- Railway Power Cables
- Axle Counter Cables

Key Features:

- Designed for reliable transmission of control and communication signals for railway signaling systems
- Typically shielded to protect against electromagnetic interference and signal crosstalk
- Crucial for timely and accurate communication between the control center and trains, preventing potential accidents and ensuring smooth railway operations
- Constructed with robust materials to withstand harsh environmental conditions, such as exposure to vibrations and mechanical stresses
- Usually equipped with multiple conductors or twisted pairs to transmit data signals accurately

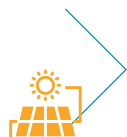


TELECOM CABLES

- Optical Fiber Cables (OFC)
- Fiber to Home Cables (FTTH)
- Jelly Filled Cables (JFTC)
- CATV Cables

Key Features:

- Optical fiber cables play a crucial role in both 4G and 5G networks, enabling high-speed data transmission and low latency aligned with the Digital India mission of the government
- Made of high-quality glass or plastic fibers for transmitting data through light signals
- Low signal attenuation, providing long-distance data transmission capabilities
- Immunity to electromagnetic interference (EMI) and radio frequency interference (RFI)
- FTTH cables provide ultra-fast internet speeds, allowing users to access and download data, stream videos, and engage in online activities seamlessly
- CATV cables are commonly used for cable television, satellite communication, and data transmission over short distances



SPECIAL CABLES

- Covered conductors
- Fire survival cables
- Solar cables
- PTFE cables
- Cables for underwater installation
- Cables for Electric Vehicle (EV) battery charging stations

Key Features:

- Fire survival cables are suitable for critical applications where fire safety is paramount
- Solar cables are specifically designed for solar power generation systems, with resistance to ultraviolet (UV) radiation and outdoor environmental conditions
- Underwater Installation cables are suitable for submerged or underwater applications, such as offshore oil platforms, subsea data transmission, and marine research
- PTFE Cables are constructed with polytetrafluoroethylene (PTFE) insulation, known for its high-temperature resistance and low dielectric constant
- Electric Vehicle (EV) cables are designed for high-power charging of electric vehicles with high capacity to enable fast charging



DOMESTIC WIRES & CABLES

- Building wires
- Multicore cables
- Submersible cables
- Coaxial and LAN cables

Key Features:

- Designed for internal electrical wiring in homes, buildings, and offices
- Available in different sizes and conductor materials, such as copper or aluminum
- Typically insulated with PVC (Polyvinyl Chloride) or other suitable materials for electrical insulation
- Suitable for various domestic applications, including power distribution, audio-video connections, and intercom systems
- Only Indian cables brand with lead-free PVC, making it non-toxic and safe
- 100% conductivity and energy savings through the use of 99.97% pure high-quality copper
- Resistant to fire temperatures of 950°C for 120 minutes
- 20-year warranty



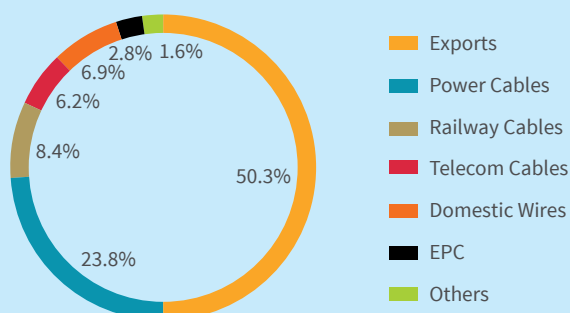
TURNKEY SERVICES

- OPGW and Submarine Cables Installation and Repair
- Telecom Consultancy and Turnkey
- Power and Railway Turnkey Projects

Key Features:

- These projects provide us with significant synergy opportunities since a substantial portion of these projects relies on wire and cable products that we offer

REVENUE-SHARE SEGMENT-WISE AS ON FY 2022-23



OUR PIONEERING INNOVATIONS

1.

Produced special Aluminum Alloy wires using a grain refinement mechanism through a heat-treatment process, tailoring the temperature to the recrystallization temperature of various alloys such as AL-6201, AA-8000, AL-1350 wires, and more. Additionally, we have successfully developed innovative processes, including providing colored strips for core identification and insulation using double/triple extruders, as well as durable printing on XLPE materials.

The versatility, electrical conductivity, and mechanical properties of special Aluminum Alloy wires make them suitable for a wide range of industries including Electrical Power Transmission and Distribution; Industrial Machinery and Equipment; Renewable Energy; Automotive; Building and Construction; and Telecommunications; among others.

Special Aluminum Alloy wires with grain refinement mechanisms and innovative processes are required for several reasons:

Enhanced Properties

The grain refinement mechanism and heat-treatment process improve the mechanical properties of the aluminum wires, such as tensile strength, ductility, and fatigue resistance. This makes the wires more reliable and durable in various applications.

Electrical Conductivity

Aluminum is an excellent conductor of electricity, and by using special alloy compositions and refining the grain structure, the wires can achieve even higher electrical conductivity. This is crucial in industries where efficient power transmission and electrical performance are essential.

Weight Reduction

Aluminum is much lighter than traditional materials like copper. By using special aluminum alloys, industries can significantly reduce the weight of electrical components, leading to more fuel-efficient vehicles, reduced transportation costs, and easier handling during installation.

Innovative Features

The additional innovative processes, such as colored strips for core identification and durable printing on XLPE materials, add value and convenience for users during installation and maintenance. Printing information on the wires, such as specifications, ratings, or manufacturer details, using durable techniques ensures that the markings remain intact and legible over time.

Technological Advancement

The development of such specialized aluminum wires demonstrates technological advancement and continuous improvement in materials science, allowing industries to stay at the forefront of innovation.