

# Customers



## Prioritising customer satisfaction

We are developing product innovations to stay on top of market trends and the evolving aspirations of our customers. Our focus is to deliver better products and amplify our value proposition each year. We stay engaged with our customers, undertake regular surveys to gauge if we are delivering on our promises and use latest technologies to simply and enhance customer experience.

### Material issues addressed

- Strengthening brand recognition
- Innovation
- Technology and digital transformation
- Leadership in wires and cables
- Product stewardship
- Customer centricity

### Key risks considered

- COVID-19 disruptions
- Customer service and after-sales management
- Environment, climate as well as employee health and safety
- Geopolitical and social instability
- Changing customer preferences

SDGs impacted



We have set ourselves apart from our peers in terms of focusing on customer satisfaction and loyalty and feel proud to have touched the lives of millions across the world with our products.

Digital campaigns were launched with the objective of increasing brand connect among millennials, while our Masterbrand campaign helped strengthen our brand visibility.

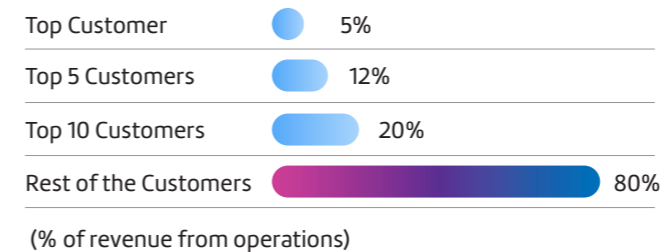
Despite the ongoing pandemic, we have delivered best-in-class service to our customers and have been applauded for our continuous efforts to be responsible and accountable for our dealings with our customers. The agility and responsiveness of our team were welcomed by our stakeholders.

We have developed different formats to engage diverse customer groups

### Multi format retail approach: PolycabGalleria, Arena and Shoppee

- Redesigned experience centres as Polycab Galleria to engage more meaningfully with customers and influencers and strengthen our presence in the consumer electricals segment
- We are at iconic electrical hubs, which are also an important feeder market for western and southern India
- Centres equipped with audio-visual facilities for training electricians and retailers on safety, soft skills, basics in English and computers
- Deepening connect with direct customers in the FMEG market as well as retailers from upcountry
- Aiming to expand such experimental stores across key cities

## Total revenue contribution in FY22



10

Polycab Experience Centres in major cities across India





## Customers

### New products launched

Super-Efficient ceiling fan in various wattages i.e 28W, 32W & 35W with BLDC technology (with and without remote) which saves 60% energy compared with conventional induction motor

Etira wires for the economy segment

Decorative fans with metallic colours

Intelligent decorative fans with smart IoT function in HOHM brand



### Switchgear

RCCB up to 63A

Customised current products to meet requirement of international market customers.



### Water heater

Launched 'Emerald' 06 L storage water heater

Completed development of 'Hohm Zuerst' IoT enabled smart water heater range 10L to 25L

Etira 3 L Instant Water-heater for the economy segment



### Others

Bulbs, 36W batters, frameless panels, chip on board (COB), strip lights, streetlights, floodlights

New portfolio of portable accessories including multi-plugs, adapters, power strips with USB ports, flex box and others

### Participation in ACETECH

ACETECH is Asia's leading trade fare that is solely dedicated to the construction industry. The fair serves as the perfect platform for us to display our brand and our ever-increasing range of products to the crème de la crème of the influencer community.

At ACETECH 2021, which was held at Pragati Maidan in New Delhi, we showcased our innovate range of smart home automation from HOHM. As the fastest growing FMEG company in India, we showcased home automation solutions such as smart lighting, smart fans, smart door locks, ID cameras, touch panels and customisable switch boards, to name a few.



### Love@First Light

During the year, we came up with a unique first-of-its-kind Love@First Light campaign themed around a love story of two characters – Roshan and Roshani. The campaign aimed to convey the benefits of our LED product offerings around the core propositions of less energy consumption, longer life, and more brightness in an innovative way. The success of the campaign inspired us to expand it beyond the video format and reach out directly to our vast target audience through other engagement channels.

### Hap-Hap-Happy, Yeh dil hai free

We have Bollywood star Ayushmann Khurrana perform the 'Dance of Joy' as part of our new masterbrand. The TVC kept viewers engrossed and upbeat with our campaign song, 'Hap-Hap-Happy, Yeh dil hai free', which communicates to them the feeling of being liberated and blissful upon using complaint-free Polycab products. The campaign took viewers through an appealing creative sequence of frames from indoor to large outdoor spaces, showcasing the Polycab range of customer-centric products such as LED lights, fans, smart home-automation, green wires and cables, reflecting the ecstatic influence of Polycab FMEG products in the lives of consumers.



<https://www.youtube.com/watch?v=LPXvY2lZnso>