

# FMEG Business

At Polycab, we are implementing a multi-faceted approach to expand our FMEG business and achieve growth. Our goal is to redefine our value proposition to customers, empowering them to adopt a modern lifestyle that places safety and convenience at the forefront

## How the Business Performed

During the year, our FMEG business de-grew marginally, as we took strategic steps to set the foundation for future success.

With our partnership with Ogilvy and Interbrand, the improvement of R&D through the acquisition of Silvan, and scaling up of our influencer management programme, we invested in the future of our FMEG business. These strategic moves will expand our customer base, increase revenue, and drive sustainable growth.



*Through digitalisation, we are constantly engaging with customers, influencers and the channel to not only drive revenue in B2C, but also become the preferred brand*

**Mr. Nikhil R. Jaisinghani**  
Executive Director

## Project LEAP



### Winning with New Products

With a focus on innovation, we are well poised to tap into the growing opportunities in the FMEG industry

PG 45

## FY23 Highlights

**₹12,512 Mn**

Revenue

**30%**

CAGR of revenue over the past Seven years

## Agenda for FY24

We have completed the restructuring of our distribution channel by partnering with larger distributors and dealers who have a higher capacity to invest in our business. As a result, we anticipate a gradual improvement in sales volume from FY24 onwards.

With the necessary building blocks in place, we are confident in our ability to achieve top-line growth for our FMEG business that exceeds industry levels in FY24, while also improving our margins. Our goal is to achieve an EBITDA margin of 10-12% in the FMEG segment by FY26, as we remain committed to delivering sustainable value to our stakeholders through innovation and strategic initiatives.