

## Winning with New Products

# Realising our potential

### Streamlining Product Development

Our 'winning with new products' strategy includes identifying gaps and opportunities and developing a portfolio roadmap of new offerings for key B2C businesses.

A New Product Development (NDP) Council has been established for product innovation across our businesses to ensure our Company is at the forefront of customer requirements as well as technological enhancement.

### Revamp of our Fans' Portfolio

We have shifted towards a more design and finish-oriented product range, offering fans with up to 5-star ratings



### Driving Growth and Differentiation

As part of our strategy to cater to a complete range of customer demands, we have been increasing our presence across various price points. A key focus has been on the premiumisation of our offerings, particularly in the FMEG category.

During the year, our new sub-brand Etira, as well as Green Wires, which were launched in the previous year, has been successfully received in the market by our customers.

## 7%

Contribution of green wires to retail wires in FY23

## 12%

Contribution of Etira wires to retail wires in FY23



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