



Customers

Material Topics

Material Sourcing and Efficiency

Customer Centricity

Product Stewardship

Data Privacy and Cybersecurity

SDGs Impacted



We aim to build lasting relationships with our customers by consistently providing high-quality products and exceptional service. This customer-first mindset underpins our commitment to excellence, encouraging us to safeguard their trust and enhance their experience

Optimising Capital Inputs for Customer Value

- 
Financial Capital
 Added to the pool of funds that we can utilise to scale operations in-line with demand
- 
Manufactured Capital
 Optimising operations to ensure availability and consistency of quality
- 
Intellectual Capital
 Investing in R&D to enhance our customer value proposition
- 
Human Capital
 Aligning employees with customer's needs to enhance our service offerings
- 
Social and Relationship Capital
 Prioritising activities that align with the needs and expectations of our customers
- 
Natural Capital
 Delivering products that are environmentally friendly

FY 2023-24 Highlights

98%
 Customer Satisfaction Score **C**

79
 International Business Footprint **C**





Our Approach to Customer Engagement

Our customer engagement efforts are driven by a commitment to understanding and fulfilling the unique needs of each customer. Our teams ensure that every customer interaction is personal and every solution is customised.

Our core objective is to nurture enduring relationships with our customers through the provision of premium quality products and unmatched service. This customer-centric approach is the foundation of our long-term commitment to delivering exceptional value and earning customer loyalty.



How We Engage with Them

- Customer and consumer satisfaction surveys
- Formal and informal feedback
- Grievance redressal



Key Topics Discussed

- Customer centricity
- Product stewardship
- Ethical marketing
- Data Privacy and cybersecurity



Ideas. Connected.

Our renewed brand identity 'Ideas. Connected.' exemplifies our commitment to innovation, safety, and sustainability, aiming for a brighter future in electrical solutions. This new philosophy guides Polycab's customer-centric approach, ensuring products and services align with modern living.

Customer Centricity

We combine our high-calibre electrical solutions with engaging service experiences. Our dual approach of combining product quality with experiential service enables us to meet dynamic market demands. Additionally, by actively engaging with customers, we tailor our offerings to their preferences and ensure timely delivery through an extensive distribution network.

We also understand that trust stems from transparency. Therefore, we ensure that our product information and labelling are clear and accurate. From the technical specifications of our cables to the performance parameters of our fans and lighting systems, we empower our customers to make informed decisions.

Story of Triumph

"Choosing brand Polycab to cater the retail electrical market was one of the best decisions we have made for our business. Their products are of superior quality, reliable, and safe. The team provided excellent customer service, guiding us through every step of the process. With Polycab, we have peace of mind knowing that our electrical installations are in good hands. Highly recommend their services to anyone seeking top-notch electrical solutions."

- Nitin Power House LLP



Data Privacy and Cybersecurity

We continue to uphold the highest standards of data protection and customer privacy. We recognise the importance of secure data storage and have implemented robust protocols to protect against breaches, leaks, and losses. Our data privacy policy is designed to safeguard customer information.

We encourage our customers to actively engage with us through various channels, ensuring a clear and direct path to report concerns or seek clarifications on data privacy matters. We have effectively monitored these channels, as evidenced by the absence of grievances related to data privacy in FY 2023-24.

Ethical Marketing

Our marketing efforts aim to address the challenge of raising awareness about sustainable products. Our ambition is to cement our authority in the W&C domain and broaden our influence in the FMEG space. The drive to fortify the 'Polycab' brand has been mirrored in our systematic efforts over recent years, aligning with the evolving preferences of a conscientious consumer base.

Our 'Cheer India Ke Liye' anthem and ICC event partnerships promote ethical brand building, spreading the message of electrical safety effectively. Our collaboration with IEEMA and participation in events like the Buildelec exhibition drive industry-wide innovation and growth. These efforts are aligned with our goal to contribute to the development of India's electrical sector.

Product Stewardship

Stewardship is at the core of our product development. The synergy between our NABL ISO 17025 certified R&D centre and our manufacturing prowess enables us to uphold superior quality standards for our customers. Our facilities are equipped with advanced technology that keeps us ahead of industry trends.

Our wires business has flourished following strategic initiatives such as the introduction of the Etira, Primma, and Green Wire ranges – designed to cater to the complete spectrum of consumer needs. This segmentation has already had a marked impact, with these ranges contributing significantly to our sales.

We also recognise that our responsibilities extend beyond manufacturing. As a result, we have embraced sustainable practices in our production processes. From power cables to electron-beam irradiated cables and BLDC fans, each product is designed with sustainability considerations in mind, ensuring we contribute positively to the environment while delivering the high-performance products that define the Polycab brand.

Even in the competitive arena of international cables, we prioritise exploring premium cable options to meet the needs of niche markets and discerning global clients. Supported by our experienced team of experts, our ventures into specialised products like EV cables and upscaling retail wires reflect our drive for diversification.

282 [Ⓢ]
Registered IPRs

₹260 Mn [Ⓢ]
R&D Expenditure

Regional Campaigns

Campaigns in regional languages – Telugu, Tamil, Malayalam, and Kannada – helped connect with diverse audiences in the southern markets. Additionally, a series of product education initiatives, including webinars and interactive sessions, provided valuable information to influencers, builders, and trade partners.

Digital Video Campaigns (DVC)

The DVCs educated consumers on the nuances of MCBs, highlighting their role in preventing electrical mishaps and ensuring the well-being of residents.

The ICC Impact

We hosted a series of high-impact trophy events in collaboration with the ICC. The events were held in cities like Mumbai, Delhi, and Bengaluru, and engaged 2,500+ influencers, retailers, and customers.

Further, we collaborated with celebrated influencers across various platforms, culminating in a social media contest that encouraged fans to rally behind the anthem 'Cheer India Ke Liye.' These efforts built a strong social media presence, as evidenced by thousands of scans from a QR-code-enabled registration drive, offering match tickets to the ICC Men's World Cup as an incentive.

23.3% [Ⓢ]
Engagement rate

1.2 Mn [Ⓢ]
Impressions

800,000+ [Ⓢ]
Individuals reached

60% [Ⓢ]
YoY increase in A&P spend

Advertising and Sales Promotion Expenses (in ₹ Mn)

