

POLYCAB INDIA LIMITED

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Date: 01st December 2022

To
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai – 400 001

To
Listing Department
National Stock Exchange of India Limited
C-1, G-Block, Bandra-Kurla Complex
Bandra (E), Mumbai – 400 051

Scrip Code: 542652 Scrip Symbol: Polycab
ISIN:- INE455K01017

Dear Sir / Madam

Sub: Intimation of Press Release under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI (LODR) Regulations, 2015').

With reference to the captioned subject, please find enclosed herewith the press release on strategic partnership of the Company with Redington Limited ('Redington'). The Company will have now Redington as its National Distributor for its end-to-end passive networking solutions.

Kindly take the same on your record.

Thanking you
Yours Faithfully
For Polycab India Limited

Manita Carmen A. Gonsalves
Company Secretary and Compliance Officer
Membership No.: A18321
Address: Polycab House, 771, Mogul Lane
Mahim (West), Mumbai - 400 016

Encl.: Press Release



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Polycab signs up Redington Limited as the National distributor for its Passive Networking Solutions

Mumbai, December 01, 2022: Polycab India Limited (BSE: 542652, NSE: POLYCAB), the largest manufacturer of Wires and Cables in India and a fast-growing player in the FMEG space and Redington Limited (BSE: 532805, NSE: REDINGTON), a globally renowned supply-chain solution-provider, have announced their strategic partnership for Indian market.

Polycab will have now Redington as its National Distributor for its end-to-end passive networking solutions. With this tie-up, Polycab's telecom division, Polycab Telecom looks forward to meet its distribution-objectives and strengthen the presence of its passive networking portfolio, comprising end-to-end copper and fibre system, all across India, capitalizing on Redington's extensive distribution-network and efficient operational expertise.

Ashish D. Jain, Executive President & COO, Telecom Division, Polycab, says, "We're thrilled to partner with Redington India. Redington's empowered distribution-network and vast geographic coverage in India will help us meet our distribution and channel-objectives, to fulfil the nationwide demands for end-to-end Make-in-India Passive Networking Products. We look forward to a seamless collaboration with Redington to deliver the best value to our end-customers."

In view of the growing demand for connectivity and data-services, the agreement between Polycab and Redington holds huge significance. Renowned for the optimal use of resources to ensure the best-possible results, Redington will enable Polycab to engage with its large chain of Value-Added Distributors (VADs) and drive business through them across different tiers of cities in the country.

Sharing his views on the partnership, **Mr R. Venkatesh, President, Enterprise Business Group, Redington Limited said,** "We're absolutely delighted to come on board with Polycab. Polycab, a household name as the provider of power solutions, is uniquely positioned to provide both, end-to-end Power & Data Solutions.

Mr R. Venkatesh further adds, "Polycab aligns perfectly with the Indian government-initiatives like Make-in-India and Aatmanirbhar Bharat, with its single OEM-strategy for electrical and passive networking products and accessories. As a National Distributor, we're geared up to offer them supply-chain management facilities to meet their distribution-requirements. With our strong presence and solution-centric mechanism, we're confident to fast-track and augment Polycab Telecom's reach in the Indian channel-market."

Redington would provide Polycab's vast range of products including both, Optical Fibre Cable and Copper System, to the channel-partners and facilitate the company's accessibility to the VADs, who would work through an integrated activation programme to collaborate well with their ecosystem of System Integrators and Value Partners.

About Polycab India Limited

Polycab India Limited (PIL) is India's largest manufacturer of Wires and Cables and one of the fastest growing FMEG companies with a consolidated turnover of INR 122+ billion. PIL is at the forefront of providing innovative, safe and energy efficient products to a diverse set of customers via a strong distribution network of 4,600+ authorized dealers and 205,000+ retail outlets. PIL's business operations span across India through 23 manufacturing facilities, 15+ offices and 25+ warehouses. PIL has also served customers in 60+ countries globally. PIL's 4,400+ employees are dedicated to upholding robust governance practices, preserving a customer centric culture, having a purpose to serve the communities, and imbibing a genuine sense of ecological consciousness. For further information, please visit www.polycab.com (BSE: 542652, NSE: POLYCAB)

About Redington Limited

Redington Limited is a leading IT technology solution-provider across Information Technology, Mobility, Telecom, Cloud, Lifestyle and Solar verticals. It has a footprint across 38 markets, including 60 subsidiary offices. With over 290+ brand associations and 40,000 channel-partners, it is transforming the distribution and supply-chain ecosystem through synergy between innovation and technology-adoption. For more details, please visit <https://redingtongroup.com/india/> (BSE: 532805, NSE: REDINGTON).

Contact us:

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***Disclaimer:** Certain statements in this press release may be forward-looking statements and/or based on management's current expectations and beliefs concerning future developments and their potential effects upon Polycab and its associates. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Polycab does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.*