

## **Finolex launches India's first store 'Finolex House' in Chennai**

**Chennai, November 22, 2018-** Finolex Cables Limited, India's leading manufacturer of electrical and communication cables, inaugurated 'Finolex House' – its exclusive brand retail store in Chennai. This launch marks Finolex's foray into exclusive retail format. The store was inaugurated by Mr Deepak Chhabria, Executive Chairman of Finolex Cables Limited.

Finolex House will serve as a one stop shop for consumers who are constructing or improving homes. The store offers end to end electrical solutions for a safe home, from range of high quality cables to electrical fittings. The product range includes Electrical Wires, Industrial Flexibles, 3 Core Flat Cables and Winding Wires, Auto & Battery Cables, Low Voltage and High Voltage Power Cables, Coaxial Cables, Speaker Cables, Telephone Cables, CCTV Cables, Solar Cables, Optic Fibre Cables, Fans & Water Heaters, Switches & Accessories, Switchgear products and LED Lighting Products.

With the launch of the Finolex House, the brand gets a step closer to consumers who are seeking not only beautiful but safe homes. The consumers are paying attention to all aspects of building including quality of electrical fittings to ensure that only high quality products are used. Finolex House will cater to the specific requirement of the discerning consumer offering them quality options under one roof.

Commenting on the launch Mr. Deepak Chhabria, Executive Chairman of Finolex Cables Limited said, "Our goal is to provide complete electrical solutions to our customers across India. The launch of Finolex House is our commitment to the consumers to offer them the whole range of Finolex quality products under one roof. We are happy to launch the first Finolex House in Chennai. The city has always welcomed Finolex and has been one of our strong markets.

Finolex plans to launch 50 Finolex Houses by 2019, with exclusive stores in key Indian cities. The stores will house experts who will help consumers with appropriate products

for safe and secure homes. Currently the brand retails out of 3500 Channel Partners and about 40,000 Dealers across the country.

### **FINOLEX CABLES LIMITED**

Finolex Cables Limited, the flagship company of the Finolex Group, is today, India's leading manufacturer of electrical and communication cables. The company has, over the years established its reputation as an innovative leader and quality manufacturer by continuously upgrading technology, modernizing manufacturing facilities and maintaining the highest standards in quality and service. Finolex has state of the art manufacturing units at Pimpri & Urse in Pune, Verna & Ponda in Goa and the latest one at Roorkee.

In recognition of its market leadership, astute customer focus, product innovation and strong brand position, the company has achieved Superbrand status, the only cable company in India to do so.

Finolex continues to fulfil customers with superior quality cables. Finolex has today diversified and introduced a wide range of consumer Electrical including Switches, Lighting products, Heaters and fans.

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