

# We aim not just to meet but to exceed customer expectations, creating lasting connections with diverse customers

**Amit Mathur**, President -Sales & Marketing, Finolex Cables cites that the brand invests in robust market analysis & engages in open dialogue with customers to better understand their expectations

**In your view, what does it take for a brand to make a lasting impression in the minds of the customers? What sets your brand apart from the likes of it?**

We believe in a blend of quality, consistency, and reliability. At Finolex Cables, we stand out by prioritizing innovation and adaptability. We invest in cutting-edge technology to ensure our products evolve with the changing needs of consumers. A prime illustration of this commitment is our recent launch of Smart Switches and Smart DBX Locks offering smart home solutions. We're not just catering to our loyal Gen X customers, but we're also captivating the attention of millennials and Gen Z by enlisting popular figures such as Kiara Advani and Kartik Aaryan as our brand ambassadors. Our dedication to customer satisfaction is at the core of our values, reflected in our impeccable customer service and an expansive distribution network. It's the trust we've meticulously cultivated over the years that truly sets us apart, forging a profound connection with our customers that transcends mere transactions, making us their preferred choice.

Customer expectations are scaling new heights with each passing day, what kind of efforts is your brand putting in to meet these expectations in the multigenerational markets?

The bar for customer expectations continues to ascend, our unwavering commitment is to not only meet but surpass these ever-evolving demands, particularly within the diverse realm of multigenerational markets. We recognize that the priorities of different age groups, such as the quality-focused Gen X or the performance and smart

technology-savvy Millennials and Gen Zs, may vary. We invest in robust market analysis and engage in open dialogues with our customers to better understand their expectations. Our multigenerational approach includes user-friendly designs, advanced safety features, and sustainable practices, fostering innovation, transparency, and a commitment to instant improvement. Through tailored marketing, we aim not just to meet but to exceed customer expectations, creating lasting connections with our diverse customer base.

**What are a few of the milestones achieved while building an iconic brand like yours?**

Finolex has been setting benchmarks for the Indian Electrical Industry since its inception. It pioneered the introduction of multi-strand wires in India that we use in every home & office today. The superior approach was soon adopted by others making it the industry norm. BIS had in fact used Finolex wires as the benchmark, while developing norms for the industry. As high-rise buildings started being constructed in India, Finolex pioneered the concept of Flame Retardant (FR), Fire Resistant Low Smoke (FIRS), and Halogen Free Flame Retardant (HF-FR) type of wires to ensure the safety of such constructions. FR-S PVC insulation provides better fire retardant properties than normal PVC & also emits Low Smoke, in case of fire. Finolex again is the first and only company in India to manufacture power cables up to 5(X) kV among many other firsts. In keeping with the trend, Finolex has now introduced energy efficient III-DC Fans, Five Star rated Water heaters, Innovative Smart switches and Smart Door locks that make life smart & convenient for today's consumer.

