**LAN passive components launched by Finolex Cables.**

**Extends its LAN portfolio**

Pune, Nov 2023

Finolex Cables, India’s leading manufacturer of electrical and communication cables announced the introduction of LAN Passive Components to its existing business of LAN cables. The product range includes patch cords, information outlet, patch card and faceplates. These are especially useful in places like data centres, IT networks, conference rooms and branch office connections with high-density switches.

Speaking on the launch, **Mr. Mahesh Viswanathan, Dy CEO & CFO, Finolex Cables Ltd**. said, *“We have decades of experience and immaculate track-record in manufacturing telephone cables, JFTC, signal cables, CCTV cables, LAN cables and Fiber Optic Cables (from 6 cores to 576 cores). The company truly understands how to provide better and smarter solutions for our consumers. The number of structured cabling users, including government agencies, educational bodies, telecommunications companies, financial institutions, retailers and social networking services, are growing in tandem with the rising urbanization rate, thus putting additional strain on the current communication infrastructure. Our LAN offerings will deliver a much-needed solution for the structured cabling industry.”*

India is undergoing a digital revolution driven by the rapidly changing business requirements and increased usage of data for decision making. The Indian government aims to develop 100 smart cities, where the internet of things (IoT) will play a pivotal role. At the same time, the need for intelligent buildings is increasing, as more companies are working to make their campuses and facilities world class, while saving costs and responding to the government’s smart building initiative. Due to the growing need for data transmission systems, particularly in metropolitan areas, the number of telecommunication companies have exploded in recent years. Structured cabling offers the critical support for high-performance and unified communication systems; and hence rapid digitization has become a key trend in the structured cabling market for India.

**Mr. Amit Mathur, President – Sales & Marketing** *said “Our high performing LAN components surpass industry parameters to meet stringent functionality requirements.* *We believe our Passive systems are the best option for delivering speed consistently, thus, providing Stress Free Smart Solutions for our customers.”*

In India, demand for high bandwidth has risen as internet penetration has increased. Structured cabling enables high bandwidth that is necessary for commercial operations to run smoothly. This ecosystem has evolved at an exponential rate due to its increased data transfer capability, low cost, and flexibility.

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