**Finolex Cables Unveils ‘Finolex House’ at Vizag**

*Enhances customer interaction by offering a premium and spacious environment to experience Finolex products*

**Pune, September 6, 2023:**

Finolex Cables Limited, India’s leading manufacturer of electrical and communication cables announced today the launch of Finolex House – its exclusive brand retail store in Vizag, the City of Destiny. The launch marks the foray of Finolex Cables in Vishakhapatnam (Vizag) in Andhra Pradesh after their foray in Chhattisgarh, Uttar Pradesh, Karnataka, Tamil Nadu, Gujarat and Odisha.

Finolex House, a standalone store by Finolex Cables offers a premium and spacious environment for the end customer to walk in, touch, and feel the product, and get their queries resolved by trained professionals, thus providing a great customer experience. It will serve as a one-stop shop for consumers who are constructing or improving homes as the store is designed to offer end-to-end electrical solutions, from a range of high-quality wires & cables to electrical fittings.

Vizag's strategic geographic location within the southern region of India positions it as a well-connected hub for distribution, enabling the brand to effectively serve markets of Andhra Pradesh and Telangana. Earlier this year, the state saw investment commitments of over INR 13 lakh crores from various industries as a part of its Global Investment Summit. Further, the southern region's thriving retail market further bolsters this decision, presenting a substantial consumer base and demand for electrical products.

The product range to be offered at Finolex House in Vizag includes Electrical Wires, Industrial Flexibles, 3 Core Flat Cables and Winding Wires, Auto and battery Cables, Low Voltage and High Voltage Power Cables, Coaxial Cables, Speaker Cables, Telephone Cables, CCTV Cables, Solar Cables, Optic Fiber Cables, Fans & Water Heaters, Switches & Accessories, Switchgear, Conduits, Room Heaters, Irons & LED Lighting Products.

Commenting on the launch of Finolex House at Vizag, **Mr. Deepak K Chhabria, Executive Chairman, Finolex Cables Limited** said, “*At Finolex House, we've created a haven where customers can immerse themselves in our offerings, touch the future of electrical solutions, and have their inquiries tended to by our skilled experts. It's more than a store; it's a journey towards safer homes and brighter lives. We are thrilled to introduce our new 'Finolex House', a testament to our commitment to providing not only superior products but also a comprehensive and convenient experience for our valued customers. This platform reflects our dedication to meeting the diverse needs of discerning consumers under one roof.* *"*

**Mr Amit Mathur, President, Sales & Marketing, Finolex Cables Ltd** said, “*The inauguration of 'Finolex House' in Vizag marks a significant milestone in our journey. This initiative underscores our unwavering focus on enhancing customer satisfaction by offering a curated range of top-quality solutions, all conveniently accessible in a single destination. 'Finolex House' reaffirms our commitment to delivering excellence and convenience to our valued customers. Vizag's significance as a major port city, characterized by substantial investments and industrial activity, plays a pivotal role in choosing this destination to launch Finolex House here. We also have a strong chain of over 5000 channel partners across the country that we aim to grow over the coming months.”*

This move not only showcases a commitment to customer-centric strategies but also aligns with the company's expansion goals by diversifying its retail network and capitalizing on the potential for sustained growth in the southern markets.