**Finolex Cables takes its 'No Stress. Finolex' Campaign forward to redefine convenience in Smart Switches, Irons, and Switchgear**

**Pune, December 14, 2023**: Finolex Cables, India’s leading manufacturer of electrical and communication cables unveiled the next iteration of its ‘No Stress. Finolex,’ campaign to promote its Smart Switches, Irons, and Switchgear range.

The campaign, with its engaging narrative and modern appeal, underscores Finolex's commitment to delivering products that meet the increasing demands of contemporary households. Leveraging the growing influence that celebrity influencers have on social media, the campaign's three TVCs are built around engaging banter between Bollywood heart throb Kiara Advani, her maid, and the adorable Lhasa Apso (dog) 'Joey'. These commercials highlight how Finolex products contribute to simplifying everyday tasks while ensuring safety and convenience for consumers.

This comprehensive 360-degree campaign spans multiple media channels, including TV, Radio, Digital, and Out-of-Home (OOH), to engage a diverse audience and establish a robust brand presence.

*"With this campaign, we are excited to showcase our new Smart Switches, Irons, and Switchgear range through an engaging and comprehensive approach. Our smart switches enable the consumer to operate the switch using a remote, through virtual assistants or by using the touch panel manually.”* said Amit Mathur, President, Sales & Marketing, Finolex Cables. He went on to remark *"Our aim with these captivating TVCs is to showcase how our products seamlessly integrate into contemporary lifestyles, offering not just functionality but a hassle-free experience. Continuing with Kiara Advani, as the face of our brand is a delight. The association further fortifies our brand's connection with existing customers and helps attract millennials and Gen Zs’ too.”*

The campaign's TV commercials, slated for release across General Entertainment Channels (GECs), News Channels, Regional Channels, and prominent social media platforms like YouTube, Facebook, and Instagram, aim to resonate strongly with the target audience, focusing on the convenience, safety, and ease offered by Finolex products to consumers' lives.