

## **Finolex Cables launches Crease Free Iron Range to enter domestic appliances market-Range extends from 750W to 1600W across different consumer segments-**

Finolex Cables Limited, India's leading manufacturer of electrical and communication cables announced today that it has entered the small domestic appliances market with the launch of Crease Free Iron Range across different consumer segments. With this,



Finolex Cables will be extending its new product line over its strong retailer base. In line with its aim of providing its customers with affordable yet built-to-last products, the state-of-the-art steam, and dry irons are designed for ease of use. The launch also aligns with Finolex Cables aim to be a customer-centric organization that delivers stress-free solutions to its consumers. Speaking on the launch, Mr. Deepak K Chhabria, Executive Chairman, Finolex Cables Ltd. said, "Finolex Cables has been a leading company in the wires and cables segment, and is eager to provide total electrical solutions to its customers. We have identified the small domestic appliances category as a growth opportunity. Our aim is to deliver products that can help our customers lead a convenient, hassle-free life, and give them a unique exposure to our brand while directly experiencing all that it represents." Finolex has earlier also expanded into the electrical segment with Electric water heaters, fans, MCBs, Switches and lighting products which have been well received by the consumers. The company's rapid and industry-leading growth has been the outcome of a well-formulated strategy for setting up modern, well-equipped plants along with regular capacity expansion in alignment with market requirements. Mr. Amit Mathur, President — Sales & Marketing said, "We realize Irons are a competitive category and have therefore invested considerable time and resources in delivering a differentiated product that come with attractive designs, colours & advanced features.