

FCL: SEC: SE: 2020:206

7th November 2020

Bombay Stock Exchange Limited
National Stock Exchange of India Limited
Luxembourg Stock Exchange

Sub: Intimation by the Company

Dear Sirs,

Pursuant to the Regulation 30 and schedule III Part A Para C of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are to inform you that our Company has launched "Augmented Reality (AR) App - FINOLEX SMART WIZ". The brief details of the said Augmented Reality (AR) App is attached herewith for kind reference.

Kindly take the same on record and to have the same updated on the Website of the Exchange at the earliest.

Thanking you,
Yours faithfully
For FINOLEX CABLES LIMITED


Gayatri Kulkarni
Compliance Officer
Encl: As above

FINOLEX SMART WIZ

As part of the Company's deepening Digital Customer Experience strategy it is launching an Augmented Reality (AR) App - FINOLEX SMART WIZ targeted at end consumers. The APP serves as a one-stop shop for consumers who are constructing or improving homes, thus enabling them to get a first-hand feel of Company's products. It offers the Company's complete range, from high-quality Cables & Wires to Electrical fittings, including Fans, Water heaters, Switches, Accessories, Switchgear and LED lighting products.

The Augmented Reality feature helps the customer superimpose the Company's Fans, Water Heaters, Switches and Lighting product pictures into their home/ office environment for creating a composite view. In this way they can check the aesthetic looks and whether the Fan/ Water heater matches their house/ bathroom décor and then make their selection.

The APP has been introduced keeping in view the current scenario due to Covid-19 pandemic in which fewer and fewer consumers are visiting physical stores for shopping and most of them are spending majority of their time on mobile devices. It gives the Company an opportunity to impress and engage consumers in new ways, increase loyalty and hopefully convert the growing mobile device traffic culminating into purchases.

This initiative also recognizes that India is expected to have about 2.2 billion networked devices by the year 2022, of which about 38 per cent (849 million devices) will be smartphones (as per Global consulting firm EY projections). Another interesting statistics from web analytics service Stat Counter states, between May 2018 and May 2019, mobile dominated 71.89% of the total web traffic in India, while desktop's contribution was 27.66 % and the share of tablets stood at 0.45% only.

The Company is being proactive in anticipating consumer behaviour and preferences and FINOLEX SMART WIZ which is an Augmented Reality (AR) APP is intended to facilitate consumers in making more informed choices.

