



The Electric Merchants' Association

Shreeji Bhuvan, 2nd Floor, R. No. 7 & 12, EMA Chowk, 51-Mangaldas Lane, Lohar Chawl, Mumbai 400002.

Phone : 022-22060625, 22088141 | Talkfree : *7202 | *7203 • E-mail: office@emamumbai.com | Website: www.emamumbai.com



WIRES & CABLES

A Transformational Journey of 25 Years
POLYCAB INDIA LIMITED



Mr. Inder T Jaisinghani
Chairman & MD

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Rendezvous...
with Mr. Shreegopal Kabra



MD & Group President,
RR GLOBAL

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ABOUT
KEI INDUSTRIES

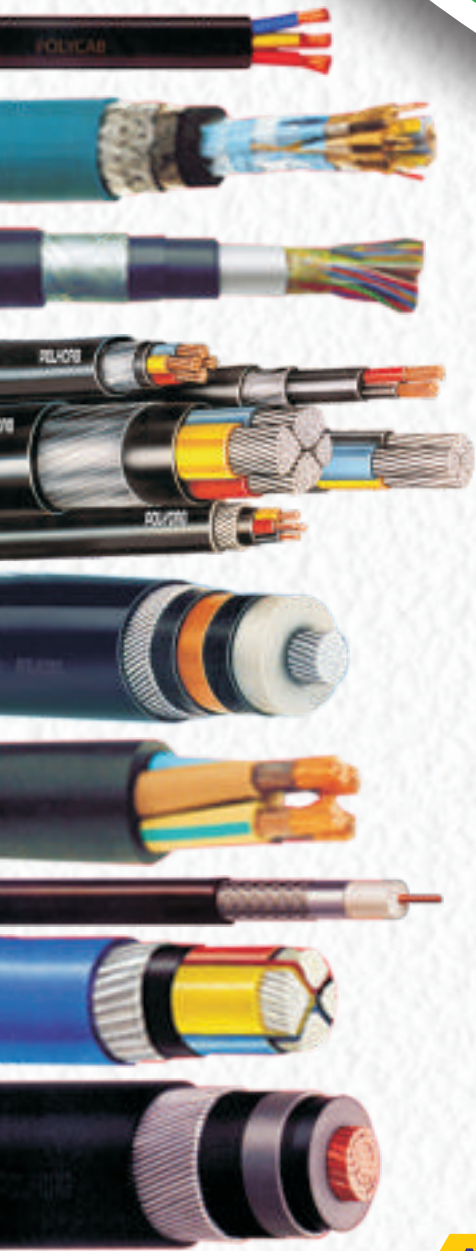
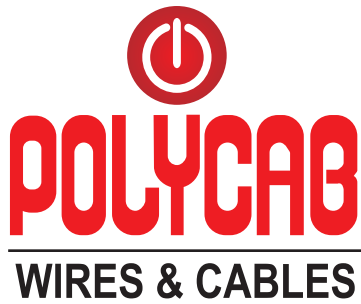


Mr. Anil Gupta
Chairman cum MD

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Authorised Distributors :



- FR/FR-LSH-PVC INSULATED INDUSTRIAL MULTI STRAND CABLES
- PVC INSULATED INDUSTRIAL FLEXIBLE SINGLE / MULTI CORE CABLES
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- HT / LT POWER AND CONTROL CABLES
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Tel.: +91 22 4972 4848 (10 Lines) Email : sales@prabhatwires.in

Website : www.prabhatwires.in



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Shreeji Bhuvan, 2nd Floor, R. No. 7 & 12, EMA Chowk, 51, Mangaldas Lane, Lohar Chawl,
Mumbai - 400 002. Phone: 022 - 2206 0625, 2208 8141 TalkFree.: *7202 / *7203
Email: office@emamumbai.com Website: www.emamumbai.com



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TOPICS FOR OUR NEXT BI MONTHLY JOURNALS FOR THE YEAR



Automation

OCT - NOV 2021
RELEASE DEC. 2021



SWITCHGEARS

DEC. 2021 - JAN. 2022
RELEASE FEB. 2022



LED's

FEB - MAR. 2022
RELEASE APR. 2022



INSTRUMENTATION/ INSTRUMENTS

APR - MAY 2022
RELEASE JUN. 2022



A Message from the PRESIDENT

Dear EMA members,

I am very glad to announce that the 2nd dose of vaccination drive was successfully conducted by EMA for its members their families & staff.

It's my sincere request to members who are yet to be vaccinated, please do the same at the earliest so that we as a country can be fully vaccinated.

EMA committee has decided that for this year the bi-monthly Journal will be dedicated to specific electrical products which will help our members to gain more knowledge about the products & companies manufacturing them.

This issue is dedicated to: **VEINS AND ARTERIES of the electrical body - WIRES AND CABLES**

You can find the topics of other products of our forthcoming journals in this issue.

Wires and Cables have been an integral part of the Electrical market. Many companies manufacturing wire & cables have had their roots in Lohar Chawl market and now they are successful corporate listed entities of the electrical world.

On behalf of **THE ELECTRIC MERCHANTS' ASSOCIATION**, I am very grateful to them for their unconditional support to EMA whenever we need them in a way of organizing factory visits for the members, sponsorship for the events, mentoring and educating with product & technical knowhow to the members of our association.

EMA has been a part of their glorious success story and wishing them many more milestones to be achieved in their respective Business.

The journey of Wires and Cables has been incredibly amazing. They have been continuously upgrading the technology and quality of the wires and cables used. From mere house wires and industrial cables they have evolved into fiber optic, solar, co-axial cables, instrumentation TRS and much other type of specialized wires as per need and requirement of customer. Under the **MAKE IN INDIA** initiative we are exporting cables and wires to various countries this adds to the GDP of our country. The market is huge with high potential which is in turn helping India in becoming a developed country.

In today's fast evolving market everything is wireless, Wi-Fi enabled, mobile compatible but to do so special cables are required like fiber optic, shielded cables etc...

Also the new emerging product category of EV cables and wires play an important role.

The basic raw material is PVC and copper, the market of this product will always increase with no looking back. We expect more Innovation and categorily diversified portfolio in this range to cater the fast changing requirements and needs of customer.

I wish you all a Happy Diwali & Prosperous New Year

INSIDES HIGHLIGHTS

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UPCOMING EVENTS

Diwali is just around the corner 04th Nov. 2021
Like every year, this year too EMA is planning for an event for the members.

As per the guidelines of SOP from Government of Maharashtra, details for the same shall be shared soon.

We at EMA appeal to members to follow strict SOP for Covid-19

Stay Safe | Stay Connected
Team EMA



EMA SALUTES ALL OUR PARALYMPIANS

After a great show by Indians in Tokyo Olympics 2020 , it was time for our paralympians to show the World our capabilities.

India competed in the 2020 Summer Paralympics in Tokyo-Japan, from 24 August to 5 September 2021. Indian athletes have appeared in every edition of the Summer Paralympics since 1984, though they made their official debut at the 1968 Summer Paralympics. This is India's most successful Paralympic season with **5 golds 8 silvers and 6 bronzes (Total 19)**. Before this edition, India had won 12 medals (4 medals of each color) of all previous Paralympics appearances combined.

Medals won by our paralympians in these games



Vani Lekhara	Shooting
Sumit Antil	Athletics
Manish Narwal	Shooting
Pramod Bhagat	Badminton
Krishna Nagar	Badminton



Havina Patel	Table tennis
Nishad Kumar	Athletics
Yogesh Kathuniya	Athletics
Devendra Jhajharia	Athletics
Mariyappan Thangavelu	Athletics
Praveen Kumar	Athletics
Singhraj Adhana	Shooting
Suhas Lalinakere Yathiraj	Badminton



Sundar Singh Gurjar	Shooting
Singhraj Adhana	Shooting
Sharad Kumar	Athletics
Avani Lekhara	Shooting
Harvinder Singh	Archery
Manoj Sarkar	Badminton

162 nation's participated
India ranked 24th in this
Paralympic.



Ema salutes all our paralympians who participated and showed great courage to perform despite being disabled in some or the other way.

Waiting for next
Paralympics in
Paris - 2024



POLYCAB INDIA LIMITED
(Formerly known as Polycab Wires Limited)
Polycab House, 771, Pandit Satwalekar Marg,
Mahim (W), Mumbai - 400016.

"Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work."

This quote by Dr. APJ Abdul Kalam aptly suits Mr. Inder Jaisinghani and his brothers.

The initial journey of Mr. Inder Jaisinghani and his brothers was filled with struggles. Death of their father, Mr. Thakurdas Jaisinghani, in 1968 meant that then teenage brothers, Girdhar and Inder, had to take charge of Sind Electric Stores, a 200 sq. ft. shop in Lohar Chawl selling fans, lights, switches & wires. Tough circumstances forced them to leave their education midway, but these brothers learnt the nuances of business from scratch. The other two brothers, Ramesh and Ajay joined the business soon.

As the saying goes - Tough times don't last but tough people do - the Jaisinghanis' epitomized that! The Initial years were rough and filled with struggle and sacrifices, as the brothers decided to build the business organically. In early 1975, the brothers acquired a small piece of land in MIDC Andheri to set up a factory for manufacturing cables and wires under the name of Thakur Industries. In 1983, they set up another factory in Halol, Gujarat to make the process PVC insulated wires and cables, copper and aluminium and bare copper wire. With that, Polycab Industries was born!

The company was incorporated in 1996 and soon a new plant was setup in Daman. Inder Jaisinghani believed in the power of manufacturing and invested in building core capabilities to grow the business. Higher levels of backward integration ensured great quality of products, maximized output and improved profitability. From achieving Rs. 10 bn revenue milestone in 2006, the company now clocks over Rs. 89 bn. in sales annually. The company today owns 23 manufacturing facilities across India and exports its products to over 55 countries globally. IFC, a member of the World Bank Group, invested about Rs. 4 bn. in the company, in 2009.

Jaisinghanis' slowly, diversified business into Engineering, Procurement and Construction (EPC), which included design engineering, supply, execution and commissioning of power distributions and rural electrification projects. In 2014, they decided to expand the business portfolio and entered the B2C segment through FMEG products.

"I strongly believe that no milestone is far, if one pursues their dream with passion, persistence and patience. These are three key traits that will help any entrepreneur stay grounded during good times and sail through during the lows. I believe that any successful company is built on these six pillars - manufacturing, adaptability, distribution, innovation, technology and above all - quality. To me, these six pillars along with the three key traits are the essence of building a successful business empire". - Inder T. Jaisinghani, Chairman & Managing Director, Polycab India Ltd.

In April 2019, Polycab was listed on stock exchanges. Its public issue was oversubscribed by 52 times. Today, Polycab as a structured organization is in its 25th year and has embarked on a multi year transformational journey to become a consumer centric company with significant market share improvement across categories over the next five years

Sd/-

INDER T JAISINGHANI

CHAIRMAN & MANAGING DIRECTOR

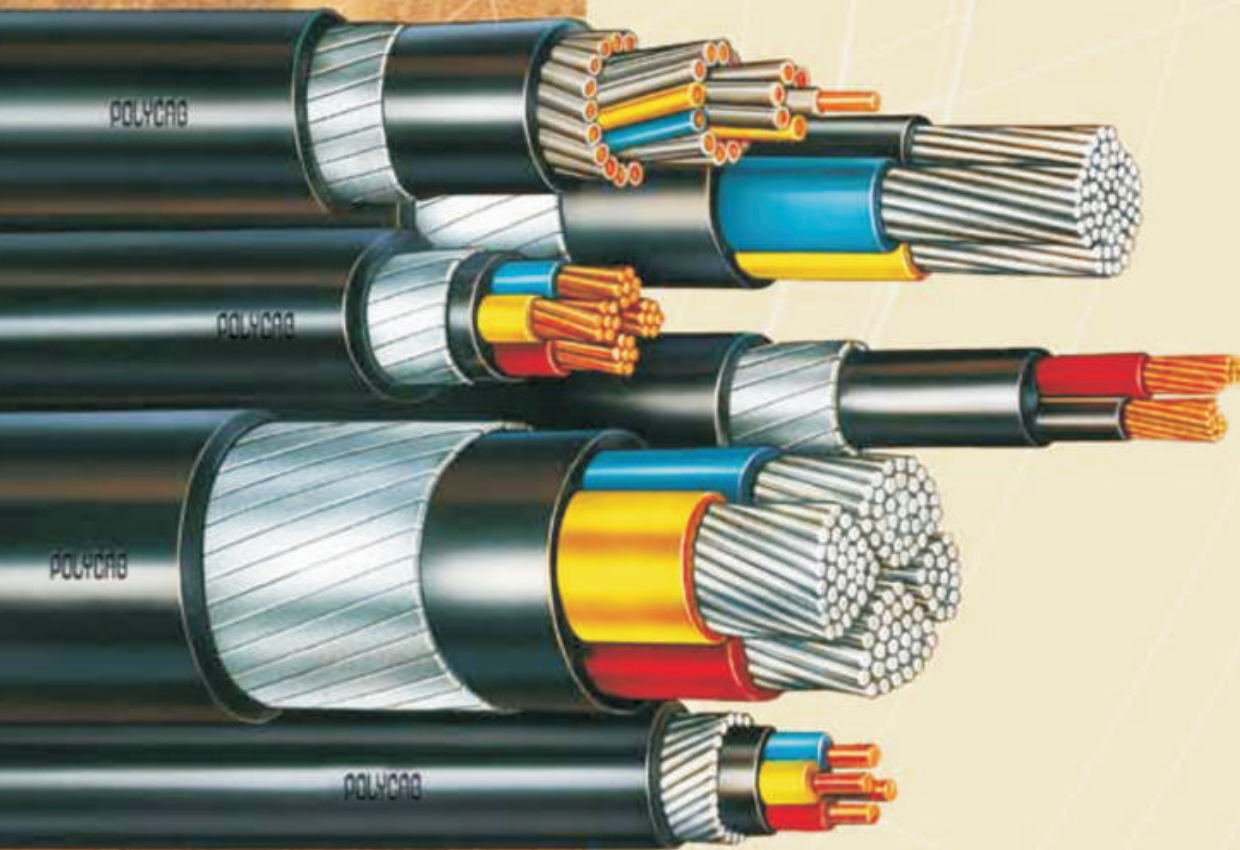


MR. INDER T JAISINGHANI



POLYCAB

WIRES & CABLES



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CORPORATION PVT. LTD.

#1, LAWYER'S CHAMBERS, PICKET ROAD,
MUMBAI-400 002. INDIA

Tel. : 2205 9584 • 2207 7167 • 2208 2511
022 4008 9000 (100 Lines)

Talkfree : *7922 / *7361 / *7687 / *7377

E-mail : multicabcpvtltd@gmail.com
info@multicabcorp.com

Website : www.multicabcorp.com

Rendezvous...

with **Mr. Shreegopal Kabra**

*"RR Kabel is privileged to be a part of
The Electric Merchants Association.
We have been members of EMA since the past 40years."*

Shreegopal Kabra
Managing Director & Group President,
RR GLOBAL

"The association of both EMA and RR has been fruitful since many years. As we are associated with EMA for a long time and have seen the market go up and down but we have grown and developed exponentially.

In early 80's, we started as a small trading company was determined to incorporate a winding wire factory at Silvassa.

For the 1st time we had introduced electrolytic copper in India. Our company is based on innovation and constantly evolving and developing highest quality materials to offer to the consumers.

Not only Cables and Wires, but all the products of RR Global, are RoHS and REACH compliant. And I'm proud to say that we are the only company in India which is offering 100% compliant products.

The business is continuously evolving and the growing fast. With new projects coming up for residential and commercial buildings, there will be lots of demand in local markets also.

The infrastructure developments are also huge; which is creating a business opportunities in different segments.

Future of wires and cables are too bright as well as for EMA. As we see a new segment of EV and electric charging station coming up., This opens up the view and growth for all of us to upgrade and move in that direction.

I wish all the best to the members of The Electric Merchants Association and will surely be benefitting for future business and new ideas."

Thank You.



MR. SHREEGOPAL KABRA

RR GLOBAL

R A M R A T N A G R O U P



THE LARGEST RANGE OF HOUSE WIRES.

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PRODUCT RANGE

- ❖ FR/UNILAY HRFR/FRLSH/LSOH
- ❖ PVC INSULATED INDUSTRIAL FLEXIBLE SINGLE/MULTI CORE CABLES
- ❖ 3 CORE FLAT SUBMERSIBLE CABLES/SERVICE WIRES
- ❖ HT/LT POWER AND CONTROL CABLES
- ❖ COAXIAL/TELEPHONE/LAN CABLES
- ❖ WELDING/BRAIDED CABLES
- ❖ JELLY FILLED TELEPHONE CABLES
- ❖ SPEAKER/CCTV CABLES
- ❖ RUBBER CABLES
- ❖ FIRE SURVIVAL CABLES
- ❖ LIGHTING



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Email : info@princecables.com
prince_cables@yahoo.co.in

Website : www.princecables.com



HOUSE WIRE

Fire Retardant [FR]

Bunched conductors are insulated with specially formulated Fire Retardant compound with High insulation resistance values. FR properties enable the cable to withstand overload. The insulation is resistant to boiling water, steam and vapours and prevents ageing and cracking in kitchens, bathrooms, damp walls, chemical industries etc.

Flame Retardant Low Smoke [FRLS]

Bunched conductors are insulated with specially formulated Flame Retardant low smoke compound. During fire situation FRLS compound restricts the spread of flame, the emission of smoke is also less as compared to ordinary PVC cables.

Zero Helogen Flame Retardant [ZHFR]

Bunched conductors are insulated with specially formulated grade Zero Helogen Flame Retardant compound. The insulation does not burn readily. It does not melt and drip to spread fire. The emission of Smoke is negligible, transparent and non toxic. The victims trapped in the fire do not suffer Suffocation. Can be evacuated without much difficulty and the fire fighting is more convenient and effective.



PVC SINGLE CORE & MULTICORE

Application : Highly flexible conductors with a great variety of industrial use such cable as harnesses, panel wiring and power generation.

Description : 1100 V Grade Multi Strand flexible annealed bare copper conductor, PVC Insulated and unsheathed single core flexible cables conforming to IS:694/90

RANGE: Single Core, **Size:0.5sq.mm to 630 sq.mm**

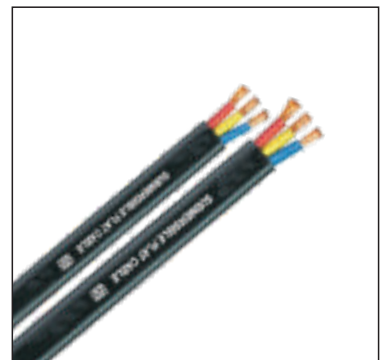
Description : 1100 V Grade Multi Strand flexible annealed copper conductor, PVC Insulated and sheathed Multi-core flexible cables conforming to IS:694/90.



SUBMERSIBLE CABLES

3 core Flat Cables are manufactured keeping in mind the severe and difficult conditions in which they are required to perform. The area of installation is physically restrictive, and the environment is very hostile. These are used to connect submersible pump motor with supply lines. The slot available in the tube well being narrow the shape of the cables has to be suited for such an application. Certain striking features of our Flat Submersible Pump cables include excellent resistance to water, moisture abrasion, grease, oil, long flex life, excellent mechanical & electrical properties.

Description : 1100 V Grade annealed bare electrolytic high conductivity multi stranded copper conductor polyethelene coated, PVC, insulated and overall matt finish sheathed flat 3 core waterproof and weatherproof submersible cables as per IS:694/1990.

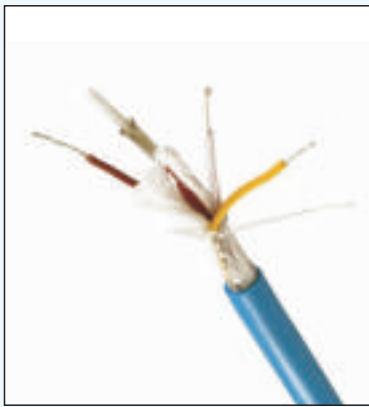


PVC/XLPE POWER & CONTROL ARMoured CABLES

Application : Armoured cable is the name given to any electrical cable constructed with a layer of aluminium wire armour or steel wire/strip armour. The armour sits below the sheath of the cable to provide protection for the conductor and the insulating layers.

When electrical cable is required for use outside or in direct burial projects, it must have mechanical protection. Armour provide such protection-as well enabling the cable to withstand higher pulling loads.

Description : 1100 V Grade Aluminium/Copper conductor XLPE/PVC insulated, cores laid up together, PVC inner sheathed type St-1, G.I. Wire/Strip armoured Outer PVC sheathed 600/1100 Volts grade cable generally conforming to IS:7098/Part-I /1988 &1554//PT-1 /1988.



Application : For installation of professional cameras and security systems.

Description : CCTV cables composite structure of video & audio wire is capable of carrying video signal (075 ohms coaxial) with audio 12 volts power wire of 14/40 swg.

CCTV CABLES

PCM CABLES

Application : PCM cable or pulse code modulation cable are doing the process of converting an Analog signal to a Digital signal or vice versa.

PCM cables carrier system combine the pulse code Modulation signals from many lines and transmit them over a single cable or other medium.

Description : PCM Cables, Annealed Tinned copper conductor, PE insulated and PVC sheathed, Individual & Overall shielded with Aluminium backed mylar taped with Annealed tinned copper conductor drain wire in continuous contact with aluminium side of tape, Armoured / Unarmoured Cable confirming to BS:5308/II1986 & IS:1554 / Part-1/1988.



TELEPHONE SWITCH BOARD CABLES

Application : These cables are used for indoor installation for the interconnection of Telephones, Telegraphs & electronic equipment in domestic & Commercial building.

Description : Unarmoured Communication Telephone Cables, Annealed Tinned Electrolytic high Conductivity Copper Conductor PVC insulated, Each wire twisted with its mate to form a pair and each pair Twisted and Bunched together in concentric layers to minimise cross Talk, Moisture Proof Untape/Melinex Taped. PVC sheathed with a Nylon Rip Cord.

SPEAKER WIRE

Application : Speaker Wire, which is used to make the electrical connection between loudspeakers and audio amplifiers.

Description : It consists of two electrical conductors [TC-Tinned Copper/ BC-Bare Copper] individually insulated by transparent PVC. Our product is featured with pair of wires for a powered line to power an electromagnet in the loudspeaker.



NETWORKING CABLE / LAN CABLES

Application : A multipair [usually 4 pair] high performance cable that consists of twisted pair conductors, used mainly for data transmission. Category 5E is recommend for all new and existing installations, supports a frequency range up to 100MHZ and is designed for transmission speeds of up to 1 gigabit per second [Gigabit Ethernet].

Description : Unshielded / shielded twisted pair UTP/FSTP LAN [Computer] cable

CO-AXIAL CABLES

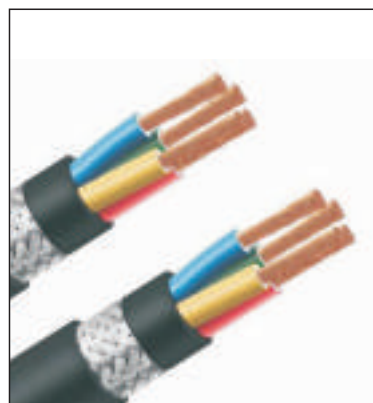
Application : High quality RG type coaxial cables, 75 ohms is suitable for many applications, including power video, video signal and broadband signals.

Description : Electrolytic grade solid annealed bare copper conductor gas injected physical polyethylene foam emulated, wrapped with Aluminium Mylar tape and Al alloy braided [95%] Jelly flooded and PVC jacketing in Black colour for low attenuation with minimum structured return loss under extreme weather conditions to give excellent signal quality giving clear reception on higher bandwidth covering more than 100 channels.



SCREENED / BRAIDED FLEXIBLE CABLES

Application : A shielded cable is an electrical cable of one or more insulated conductors by a common conductive layer. The shield may be composed of braided strands of copper or aluminium mylar tape, or a layer of conducting polymer. Usually, this shield is covered with a jacket. The shield acts as Faraday cage to reduce electrical noise from affecting the signals, and to reduce electromagnetic radiation that may interfere with other devices. The shield minimizes capacitively coupled noise from electrical sources. The shield must be applied across cables splices. In shielded signal cables the shield may act as the return path for the signal, or may act as screening only.



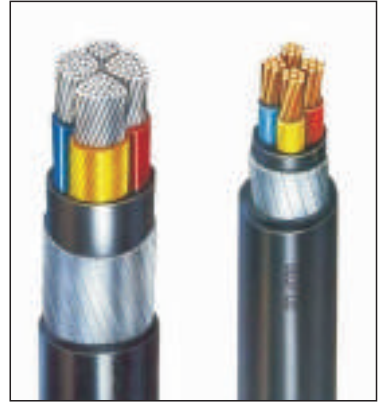
Description : Annealed tinned/bare electrolytic high conductivity copper multi strand flexible conductor as per IS: 8130/1984 of class -5, PVC insulated as per IS: 5831/1984, cores twisted together, Melinex taped, shielded with aluminium mylar taped and screened with tinned copper braiding, taped again and overall PVC sheathed as per BS 5308 Part-2 multi core instrumentation Shielded Flexible cable.

INDIVIDUAL & OVERALL /OVERALL SHIELDED ARMOURED / UNARMOURED CABLES

Application : These cables are designed to carry communication and control signal in a variety of installation types including those found in the petrochemical industry. The signals can be of analogue data or voice type and from variety of transducers such as pressure, proximity or microphone. Collectively and individually screened pairs are available within the range where further signal security is required.

Instrumentation cable offers total interference free data transfer in measuring, process control & security systems. Instrumentation process in any industry is a very important factor for controlling various parameters during process. Microprocessor based control devices demand very Low noise level & attenuation of signals in the cable. This calls for careful designing & manufacturing of cables with stringent quality control.

Description : Signal Cables, Annealed Bare / Tinned copper conductor, PVC, insulated and sheathed, shielded with aluminium backed mylar taped with annealed tinned copper conductor drain wire in continuous contacts with aluminium side of tape, Instrumentation Armoured/Unarmoured Cable.



THERMOCOUPLE & COMPENSATING EXTENTION CABLES

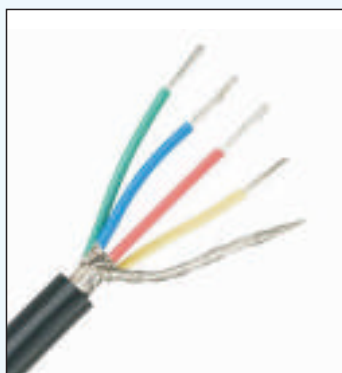
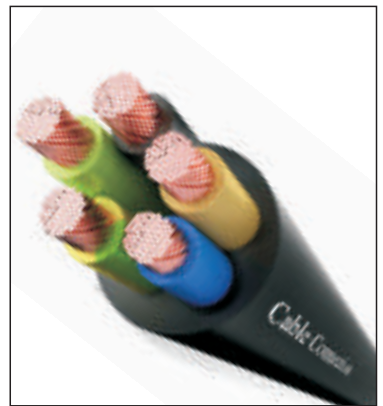
Application : Different metal pairs generate different emfs which is proportionate to the hot junction and the point where it is measured. Common combination of thermocouple metals

Description : Extention leads of different metals but having similar EMF output between 0°C to 100°C connected between Thermocouple metals junction and the measuring instruments are called compensating cables which are generally recommended as solid conductor leads.

RUBBER TRAILING CABLES

Application : These cables are designed to provide high flexibility and have the capacity to withstand weather, oils/greases, mechanical and thermal stresses. Application include handling equipment mobile power supplies, worksites, CRD Stage and audio visual equipment, port areas and dams. Also for use in drainage and water treatment, cold environment and severe industrial environments.

Description : 1.1 KV grade, ATC (Annealed Tinned Copper) conductor confirming to IS:8130/1984 class -V, Melinex Taped VIR (Vulcanized Rubber) type IE-1 insulated or EPR (Ethylene propylene Rubber) type IE-2 insulated confirming to IS: 6380/1984, colour coded, cores laid-up with suitable centre filler & overall TRS (Tough Rubber) type SE-1/SE-2 sheathed or HD-HOFR (Heat, Oil Resisting & Flame Retardant) PCP (Poly-Chloroprene).

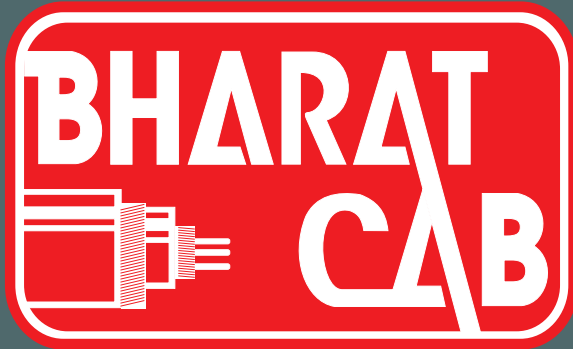


PTFE CABLES

Application : Equipment wire for high performance aerospace applications. PTFE wires are used in severe environment conditions.

Description : PTFE Insulated Silver/Nickle/Tin Plated and Bare copper hook up wires. PTFE insulated SPC/TPC/NPC wires, are being used in electronic equipment, railway, aircrafts, aerospace research, radar, satellites, heat sensing leads, atomic power station, telephone exchange etc. Bare copper insulated wire are being used in house wiring and other electrical application like transformers, Invertors, Stabilizers, A.C. refrigeration equipment etc. It can withstand temperature upto 250°C

AN ISO 9001-2000 Co.



WIRES & CABLES

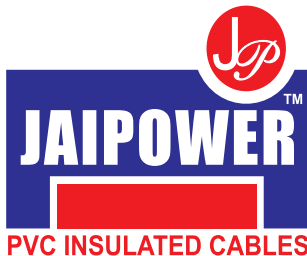
CABLES
CONDUCTORS
JOINT KITS



WIRES & CABLES



HEAT SHRINKABLE JOINTING KITS



HT & LT Cables

Aerial Bunched Cables

AAAC / AAC / ACSR Conductors

Chemical Earthing Electrode
(Make: Guduchee)

AJAY SABOO



Indian-Cab Corporation



11/1, Takwadi, Kalbadevi Road,
Opp Edward Cinema, Mumbai - 400002.
Tel. : 2208 8110 / 2206 0312 / 13
Email : indiancabcorporation@gmail.com
ajaysaboo@gmail.com
Website: www.bharatcab.in

SILICON FIBRE CABLES

Application : Typical industrial applications include food processing packaging, refrigeration, furnaces, and lighting.

Description : 1.1KV grade, Multistrand Annealed Tinned Copper (ATC) Conductor as per IS:8130/1984 class-V, Melinex Taped, Silicon Rubber Insulated type (IE-5) As per IS:6380/1984 & overall Fibre Glass Braided with silicon varnished Rubber Flexible Cable for 200°C as per IS:9968/Pt-1/1988.



WELDING CABLES

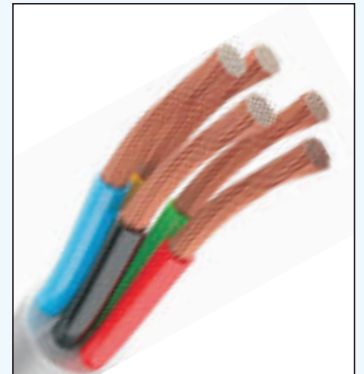
Application : For the transmission of high currents from the electric welding machine to the welding tool. Suitable for flexible use under rough conditions, on assembly lines and conveyor systems, in machine tool and motor car manufacturing, ship, building, for manually and automatically operated line and spot welding machines.

Description : Annealed Bare Copper/Aluminium conductor as per IS:8130/1984, TRS/ HD HOFR sheathed as per IS:6380/84 Flexible Welding Cable to IS:9857/1990.

FIBRE GLASS CABLES

Application : Fibre glass cables is used extensively as motors, transformers, lead wire and at places where conventional PVC wire is not suitable.

Description : Tinned Copper stranded wires twice wound opposite and well overlapped with polyester films braided with fibreglass yarn and impregnated with high class insulating thermosetting varnish flexible up to temperature from 70°C to 200°C. Resists moisture chemicals, flames fungus radiation, corona discharged and acids ozone attack and even manages to retain excellent de electric properties when burnt.



TELEPHONE ARMoured CABLES

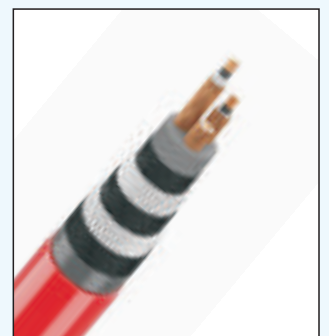
Application : Used for primary and secondary underground (Direct Buried) distribution networks .

Description : Telecommunication ARMoured Cable, Annealed Tinned Electrolytic Copper Conductor PVC Insulated and PVC Sheathed , Twisted Pairs with Standard together in Concentric Layers to minimize Cross Talk and Wrapped with Melinex/PVC tape, ARMoured with G.I. Wire /strip as taped ,PVC Sheathed with a Nylon Rip Cord confirming to 'TEC' specification.

TRIPLE COATED MINING CABLES

Application : Intended for use in machinery, marble industry, lifting platforms, conveyor and transport belts, agricultural equipment, construction. Machinery or trucks with high chemical, thermal or mechanical stress.

Description : 1100 V Annealed Bare Electrolytic High Conductivity Copper Flexible Conductor PVC Insulated Triple Layered PVC Sheathed Mining Cable.



FIRE ALARM CABLES



Application : Fire Alarm cable are used for the wiring of fire systems, fire protective circuits, burglar Alarms, smoke detectors and alarms and voice communications.

Fire Alarm cables consist of high temperature electrical wire and is temperature rated upto 90 degrees C. For applications that require a high level of mechanical protection and shielding. Our heavy duty fire alarm cable is heat and moisture resistant, has high dielectric strength, is flame and light resistant and also chemical and radiation resistant.

Description : A Annealed Tinned electrolytic grade stranded/solid copper conductor as per IS:8130/1984, PE insulated, Cores twisted together suitably to form a pair, wrapped with Polyester taped, shielded with Aluminium backed mylar taped with 25% overlapping along with Annealed tinned copper conductor drain wire of 0.50 sq.mm in continuous contact with aluminium side of tape, Inner PVC sheathed (Red). G.I. wire outer FRLS PVC sheathed 600/1100 volts grade cable generally conforming to BS:5308/II/1986 & IS:1554/Part-I/1988.

FIRE SURVIVAL CABLES

Application : In the event of fire, conventional cables are found to be unsatisfactory because of their limitations to withstand the higher temperature and emission of excessive dark smoke corrosive and toxic gases which makes the fire fighting and rescue operations extremely difficult apart from power failures. Fire survival demonstrates exceptional capabilities for prolonged functionality for circuit and data integrity in extreme fire conditions. The fire survival cable systems are made of inorganic materials which do not burn, emit smoke or gas and which survive the harshest fire conditions. These systems are designed for life-critical and fire management systems where life safety is dependent on cable/system functionality for prolonged periods. These cables are designed to remain functional for 30 minutes when subjected to 830oC & enhanced grade cables for 180 minutes when subjected to 930oC Fire survival cables are cables that are designed to continue to operate for a defined minimum period of time during a fire, used in circuits that must be able to maintain their integrity during a fire. The main application for fire survival cables is in fire alarm systems, must continue to operate for a specified period in the event of a fire. In addition to fire alarm systems, these type of cable may also be used in other safety critical wiring circuits, such as those powering emergency lighting and sprinkler pumps.



Description : Stranded copper conductor covered with layers of Mica glass tape, XLPE Insulated Cores laid up, extruded FRLS/ZHFR Inner sheathed Unarmoured / GI armoured, extruded FRLS/ZHFR outer sheathed fire survival cables generally conforming to IEC:60331, BS:7846 & BS:6387, category CWZ.



PROFIBUS CABLES

Application : Standard profibus DP cable for stationary application and specially designed for fast assembly. This cable complies exactly with the PROFIBUS DP cable specifications (200m at 1.5 Mbps or 100m at 12 Mbps) Due to its double shielding and acceptable shield resistance it is suitable for installation in EMC demanding areas.

Description : Annealed tinned Electrolytic high conductivity copper solid conductor, Foam PE insulated, cores twisted together in a form of pair, Melinex taped, Shielded with aluminium mylar taped (25% overlap) and screened with tinned copper (90%), taped again and overall PVC sheathed type ST-2 cable (Purple Colour) Profibus cables.

LOAD CELL CABLES

Application : Load cells cable are used in multiple load cell weighing systems. Load cells should be electrically connected in such a way that the signal (output) lines, excitation (power supply) and sense (when present) lines are in parallel. Usually the connection is not made at the indicator, but in a separate housing a so called junction box, located adjacent to the weighing system.

Description : Annealed tinned Electrolytic high conductivity copper strand conductor as per IS:6130/1984 of class-2 PVC insulated as per IS:5831/1984, cores (Red, Green, Black, White) twisted together. Spiral mylar taped 50% over lap and screened with tinned copper braiding (90%), overall PVC sheathed Load Cell Flexible cable.



STEEL BRAIDED CABLES

Application : These cables are used mainly in an environment where high-speed signal are transmitted and also where is a possibility of mechanical damage. They can be widely used for communication and also transmission of control signal. In communication equipment, measuring equipment, robot and other equipment for industrial and shipping applications.

Description : Copper Conductor, Single Core / Multi Core / Multi Pair, PVC / XLPE insulated, Steel wire braided (Armouring), PVC / PVC-ST2 / FR / FRLS sheathed cables to provide flexibility and added mechanical protection.

LIFT CABLES

Application : Elevator / Platform cable is a flat traveling PVC cable used in conveyor and hoist equipment. This cable is suitable for internal and panoramic elevator application with a freely suspended length up to 45 meters.

Description : 1100 v grade multistrand Annealed bare copper conductor, extra flexible PVC insulated and sheathed flat cable.



HR CABLES

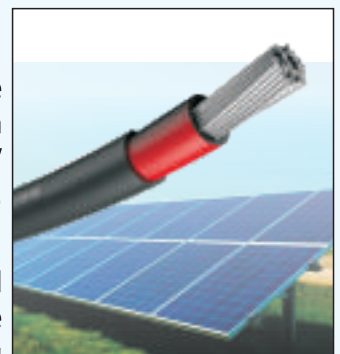
Application : Load cells & pressure transducers, Thermocouple, Heat Arc sending leads, Aircraft Radar and navigation, Navy, Electronic control equipment-atomic energy satellite launching, Ground control. Reactors & process control. Computers, High performance motors, Rectifiers, High temperature control value furnace and oven.

Description : ABC copper conductor PTFE wrapped, Kepton / Mica / Fibre / SS wire Braided Suitable for 100°C to 1200°C.

PV SOLAR DC CABLES

Application : Solar cable, intended for the interconnection of the various element of photo voltage systems such as solar panel arrays. Suitable for fixed installation, internal and external, within unprotected pipes, or in similar closed systems. The cable is Ozone resistant according to EN50396, UV resistant according to UNE-HD605:2008 (HD605/A1) and is tested for durability according to En60216. The cable is tested to last 25 years.

These cables are especially designed for used in photovoltage application. They provided the optimal cable connection between the solar cells and from the solar cells to the inverter or DC main cable. These cable are suitable for outdoor ground and roof mounted systems through not suitable for directly laying under the earth. They are also suitable laying indoor and to fixed pipe installation. Halogen free compound having flame retardant and low smoke properties, these cables are also safe to care the health of inhabitants in case of fire



REPORT COVID19 VACCINATION

The Electric Merchant's Association conducted a vaccination drive for EMA members and staff in the month of June, though there was a shortage of vaccine during that time, but with the help of our Past President **Mr. Yogesh Dharja (Crescent Electricals)** and Management of **Apollo Spectra Hospital, Tardeo** we managed to vaccinate our members.

Now it was a time to get our members and staff fully vaccinated, being a festive season we arranged total 4 sessions as per the convenience of our members and staff

The vaccination drive was held at **Apollo Spectra hospital, Tardeo** and **Mr. Yogesh Dharja** was instrumental played a pivotal role in getting the dates suitable for all. We thank them for their support and help.



The camp was organised on **6th September, 7th September, 16th September and 22nd September 2021**.

Time slots were given to members and there was a covered waiting room with proper sitting arrangement for members, without wasting precious time and energy of our members they were vaccinated in quick time, water bottles and biscuits were given after vaccination to the members to keep them hydrated.

EMA welfare and medical committee stood there and made arrangements to ensure members don't face any trouble during vaccination.

Vaccination was given at a subsidized rate of Rs. 600.00, and more than 100 Members and staff took the 2nd jab.

We feel proud to get people fully vaccinated against the deadly corona virus.

It is our social responsibility to organise such a camp to save our members life and make them and their family members and also their staff safe, we took the project and successfully completed giving more than 500 jabs in total.



What's in a vaccine?

British Society for
immunology
www.immunology.org





The Electric Merchants' Association

ORGANISES

Let's Cruise Picnic-2022



MUMBAI



HIGH SEAS



MUMBAI

17TH FEB 2022 • 18TH FEB 2022 • 19TH FEB 2022

Annual Picnic-2022

17TH FEB 2022-19TH FEB 2022

TOUR COST : ₹ 18000.00 (Inclusive of 18% GST)

Booking starts from 25th October 2021 • 2 pm onwards.

MUMBAI - HIGH SEAS - MUMBAI



INCLUSION :

1. ALL MEALS DURING STAY.
2. SHARING OF OCEAN-VIEW CABIN ON TWIN SHARING BASIS.
3. ENTERTAINMENT ON BOARD – LIVE BANDS AND SHOWS.
4. USE OF SWIMMING POOL AND GYMNASIUM.
5. SCREEN MOVIE AS PER ITINEARY.
6. ENTRY TO CASINO AND LOUNGES.

CANCELLATION POLICY – DAYS PRIOR TO DEPARTURE DATE

1. MORE THAN 61 DAYS
50% OF TOUR COST
2. BETWEEN 31 TO 60 DAYS
70% OF TOUR COST
3. BETWEEN 16 TO 30 DAYS
90% OF TOUR COST
4. BETWEEN 0 TO 15 DAYS
100% OF TOUR COST



IMPORTANT:

1. Please send cheque in the name of **SSR HOLIDAYS** to EMA office.
2. Tour is arrange for Limited members only and booking will be on first come first serve basis.
3. Name change is not allowed – Any changes in the name will attract Rs. 2500 + 18% GST.
4. Members will need to carry Negative RT-PCR report (cost to be borne by the member) and also it is mandatory to carry Photo copy of the Double Dose Covid Certificate while boarding.
5. Wi-Fi is chargeable on the Cruise.
6. Photo copy of the Aadhar Card to be submitted during registration and also one should carry original during the travel on the cruise.
7. This tour is strictly for Members. No guests are allowed.
8. Reporting time 10.30 am at Ballard Pier – Green Gate.
9. Members have to strictly follow rules and regulations once they board the cruise.
10. EMA will be not be responsible for any kind loss of Valuables that could arise during the tour.

Annual Picnic-2022

17TH FEB 2022-19TH FEB 2022



REGISTRATION FORM

Name of the Member : _____

Aadhar Card No. : _____

Name of the Company : _____

Address of the Company : _____

GST No: : _____

Whatsapp Mobile No. : _____

Cheque No. : _____ Drawn on Bank : _____

Branch Name : _____

Alternate Contact No : _____

Name of the Room Partner : _____



IMPORTANT NEWS

Universal Travel Pass service launched for Mumbai Local Train

The Maharashtra government on Thursday 12th August launched an online e-pass facility to enable fully vaccinated people to travel in suburban trains in Mumbai from 15th August. The online facility has been launched for those who have completed 14 days after the second dose of the Covid vaccine.

The "Universal Travel Pass" system is developed to make it possible for citizens to obtain e-pass conveniently and smoothly, the Brihanmumbai Municipal Corporation (BMC) said.

To travel in suburban trains in Mumbai, citizens can obtain travel passes from <http://epassmsdma.mahait.org>, a website developed by the Maharashtra government.

How to get a Universal Travel e-pass:

1. Visit the link: <https://epassmsdma.mahait.org>
2. Click on "Travel Pass for Vaccinated Citizens"
3. Mention your mobile number used in 'Cowin Registration'.
4. An OTP (One Time Password) will be received via text.
5. Enter this OTP. Details like Beneficiary Name, Mobile Number, Beneficiary Reference Number, etc. will appear automatically.
6. Select the 'Generate Pass' option.
7. After selecting, the system will automatically show the information of the applicant including the date of the first and second shot of the Covid vaccine and other relevant details.
8. The eligible citizen should upload their picture in the 'Self Image' option. Pictures can also be uploaded from your cell phone's gallery or a photo can be clicked on the spot using the mobile camera.
9. After the process is completed, a text will appear saying that the applicant will receive a link in 48 hours via SMS.
10. Once you receive the link, the e-pass should be saved in your phone's gallery.

On Sunday, the Maharashtra government had said that fully vaccinated people can board suburban trains, considered Mumbai's lifeline, from 15 August provided they have completed 14 days after the second dose of the vaccine.



IMPORTANT NEWS

e-RUPI DIGITAL PAYMENT



e-RUPI is a digital solution launched by the Hon'ble PM via video conferencing to allow cashless payment solution for COVID-19 vaccination. The digital payment solution has been developed with the support of DFS (Department of Financial Services) and NHA (National Health Authority) and is powered by National Payments Corporation of India (NPCI).

This seamless one-time payment mechanism enables users to redeem the voucher without a card, digital payments app or internet banking access, at the merchants accepting UPI e-Prepaid Vouchers. The e-RUPI would be shared with the beneficiaries for a specific purpose or activity by organizations via SMS or QR code.

This contactless e-RUPI is easy, safe and secure as it keeps the details of the beneficiaries completely confidential. The entire transaction process through this voucher is relatively faster and at the same time reliable, as the required amount is already stored in the voucher.

1 Benefits for Corporates

- Corporates can enable well-being of their employees by distributing the UPI Prepaid Vouchers
- It is an end-to-end digital transaction and does not require any physical issuance (card/voucher) hence leading to cost reduction
- Visibility for voucher utilisation - Voucher redemption can be tracked by the issuer
- Quick, safe & contactless voucher distribution

2 Benefits for Hospitals

- Easy & Secure - Voucher is authorised via a verification code shared by the beneficiary
- Hassle free & Contactless payment collection - Handling of cash or cards is not required
- Quick redemption process - The e-voucher can be redeemed in a few steps and lesser decline due to pre-blocked amount

3 Benefits for End-users

- Contactless - Beneficiary need not carry a print out of the e-voucher
- Easy redemption - It is a 2-step redemption process
- Safe and Secure - Beneficiaries do not need to share personal details and hence their privacy is maintained
- Only mobile phone and e-voucher required - Users redeeming the voucher need not have a digital payment app or a bank account



COMPANY PROFILE

Unique Electro Trade

Incepted in the year 1958, **UNIQUE ELECTRO TRADERS** are one of the largest and renowned stockists and suppliers of a wide range of Multicore Rubber Cables in India.

With over more than 60 years of rich experience in Cables and Wires Industry, we have a wide network of highly satisfied customers, amongst Govt., Semi - Govt., private sector companies, multinational companies and reputed Builders / Architects.

We are counted amongst the prominent authorized distributor of "UNIQUE CABLES" "UNICAB" APAR INDUSTRIES LIMITED and authorized distributor of "CROMPTON GREAVES" Lighting fitting & fixtures, LED Lighting (Commercial).

The Company principally competes on the basis of product quality and performance, reliability of supply, timely delivery, customer service and price. Established with sole objective to serve valuable customers with outstanding electrical and electronic products including Elastomeric Cables (Rubber Cables) such as, EPR Rubber Cables, PCP Cables, CSP Cables, VIR Rubber Cables, TRS Rubber Cables, Silicon Rubber Cables, Welding Cables, Trailing Rubber Cables, EPR Insulated Cables, Butyl Rubber Cables, Trailing Rubber Cables, Neoprene Cables, H07RN-F Rubber Cables, Mining Cables, Lift Cables, Marine Cables, Wind Mill Cables, Fiber Optic Cables, Profibus Cables, HR-90°C, Flat Submersible Cables, EPDM Cables Etc.

We stock and supply a wide range of Elastomeric (Rubber) Cables, HV elastomeric insulated heavy duty HOFR cables, Welding cables (General purpose and HOFR types), Ship wiring cables and cables for submerged connections, Railways and coach wiring cables, Pilot lights, Commercial Luminaries, Industrial Luminaries, LED Lighting Luminaries, Incandescent / Halogen, LED Lamps - Pharox / Cromstar, FTL / CFL & Accessories all across country.

We are committed to stand firm on the values of quality, honesty & integrity, which combined together forms the 3 pillars of our company.

Our Unique Selling Proposition (USP) is - we provide wide range of stock under one roof.



Mr. Brijesh C. Bhagatji
(Director)

18, Picket X Road, Ground Floor, Lawyers Chamber, Lohar Chawl, Mumbai-400 002.
Mobile : +91 98210 39912 Tel.: 022 -2208 1407 Tel / Fax : 022-2209 0026
Email : unique_asian@hotmail.com / sales@uniquecables.in

INDIA'S LARGEST STOCKIST & SUPPLIER OF RUBBER CABLES



Unique[®]
Rubber Cables



APAR INDUSTRIES LTD.

Solar Cables



Fiber Optic Cables



UNIQUE
Electro Traders

Authorised Distributor

Unique[®]
Rubber Cables

unicab
APAR INDUSTRIES LTD.

18, Picket X Road, Ground Floor, Lawyers Chamber, Lohar Chawl, Mumbai - 400 002.
Mobile:- +91 98210 39912 Tel:- 022 - 2208 1407 Tel / Fax :- 022 - 2209 0026
Email:- unique_asian@hotmail.com / sales@uniquecables.in

www.uniquecables.com

POLICY

We at EMA care committed to achieve satisfaction of our members by all such means as may be deemed necessary within legal framework and acceptable to all interested parties. We will try to achieve our objectives by adhering to applicable requirements and try to continually improve the effectiveness of the quality management systems

VISION

- 1) To become a one stop solution for the members to resolve all their business related issues.
- 2) To be associated with other similar institution and other allied associations across the globe for the betterment of the members.

SCOPE

Safeguarding interest of the Members, keeping them up to date with relevant information, providing a platform to the members for exchange of ideas, resolving trade disputes of the members providing them with legal administrative and technical support, engaging them in various recreational activities.

ACHIEVEMENT

Provided a meeting place for conference, exhibition, demonstrations, lectures, seminars and other relevant functions for exchange of views of members and other interested parties.

PURPOSE

To promote co-operation among persons, firms, companies connected with the electric trade and industry in India, whether as importers, exporters, wholesale or retail dealers, manufacturers, contractors, consultants or commission agents. With a view to their adopting a common policy and collectively taking such steps as may be considered

necessary or expedient to further and safeguard the interest of trade and industry.

To frame and from time to time update and try to enact rules and bye-laws for the benefit of and binding on the Association and/or its members and non-mebers dealing with the members to promote and safeguard the interest of the Association and its members.

To elevate standard of business moral and promote system of preferential treatment to the members of the Association.

Providing facilities and machinery for the settlement of disputers by arbitration.

To take such steps which may be deemed necessary for promoting, supporting or opposing legislation or actions by the Government or any departments thereof or by any local body or bodies and in general to take the initiative to safeguard the interests of the Electrical Trade and Industry.

To Organise in a calendar year at least one :

- Excursion
- Factory Visit
- Social Family Gathering
- Sports Event
- Medical Seminars
- Medical Camp for Members and Staff.
- Technical Seminar
- Taxation Seminar

To acquire, verify and circulate relevant notifications issued by regulatory authorities among the members within two weeks of their receipt.

To educate general public including members by all suitable means on the advantages and the utilities of electricity, electrical appliances and articles used for domestic, commercial and industrial purpose twice a year.

Establishing, equipping and maintaining a library for the benefits of the members.

PURPOSE

OBJECTIVE

EMA POLICY, VISION & OBJECTIVE

REPORT ON WEBINAR

TCS & TDS RECENT DEVELOPMENTS

We request all our members to please download Microsoft Teams on their devices for the future events.

THE ELECTRIC MERCHANTS ASSOCIATION conducted a webinar on TCS & TDS Recent Developments & its effects on the business community on **Saturday 7th of August 2021**.

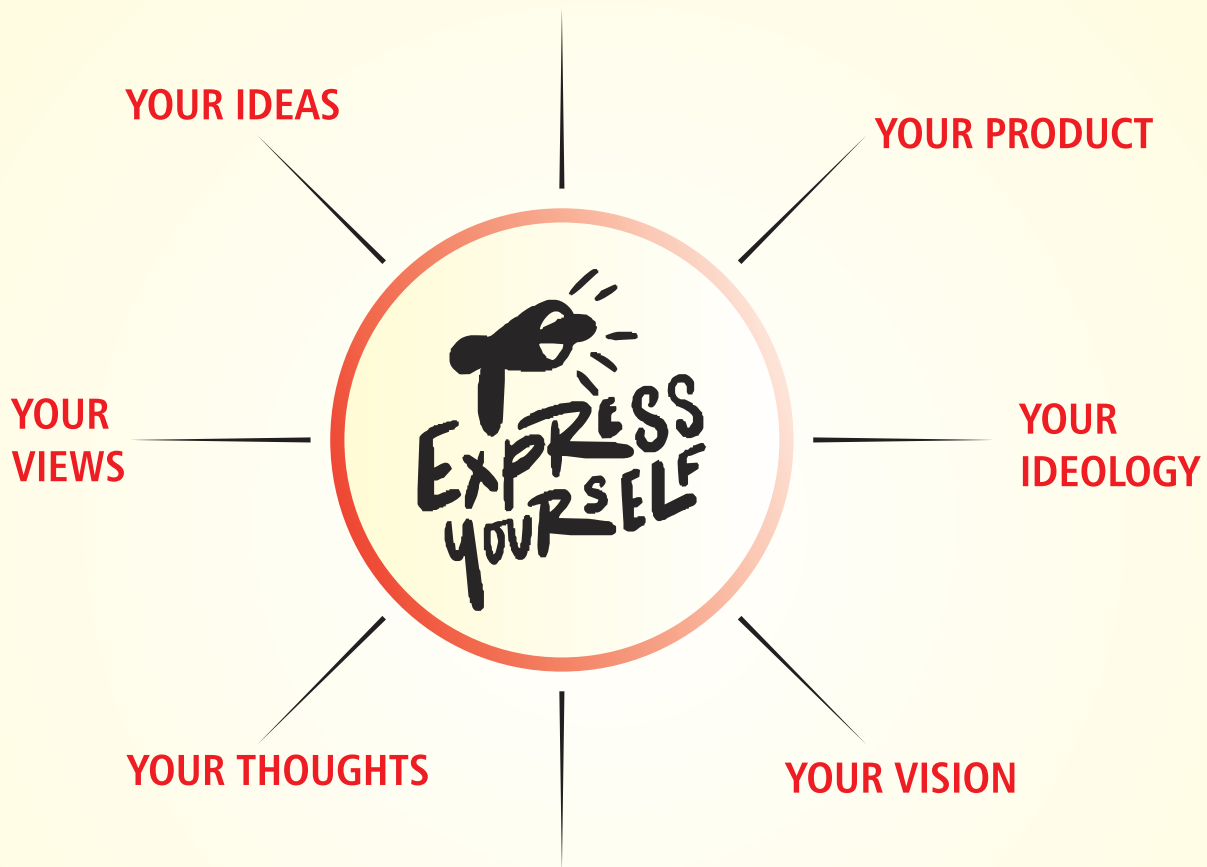
The webinar was conducted by eminent professional **CA SIDDHART NANAVALI**.

Which was attended by around **100+ participants**, EMA had also invited members of BIA (Bombay Industries Association) to be a part of the webinar which will benefit the members of both Association.

For the very first time EMA conducted a webinar on **MICROSOFT TEAMS** platform as it's a safer & secure platform in the digital world.



WE INVITE UPON THE EMA MEMBERS TO USE THIS SPACE WHICH HAS BEEN SPECIALLY CRAFTED ONLY FOR YOU



Whatever you have in your bag, which you would like to share with others

We are providing you a platform : **Express Yourself**

We, team EMA is dedicated to members and hereby making all efforts to enhance your experience.
This space has been specially created for members.

NEW LIFE MEMBERSHIP

M/s. Karan Electricals

B/503, 5th Floor, S. N. Road,
Neera Govind Society, Tambe Nagar,
Mulund (W), Mumbai – 400080

M/s. Elite Electricals & Equipment

33, Ismail Bldg, 3rd floor, Office No 8,
Pathakwadi, Lohar chawl
Mumbai – 400002.

M/s. Goldmedal Electricals Pvt. Ltd.

119, Maskati Mahal, 3rd Floor,
Room No.1-B, Lohar Chawl,
Mumbai – 400002.

Mr. Karan Bipin Shah

Mob. No. 9773354951
Email Id : karanelectricals16@gmail.com
GST No. : 27BTNPS7920J1ZY

Mr. Mazar Asgarali Telwala

Tel. No. 22037152, Mob. No. 9820284061
Email Id : eliteelectricals110@gmail.com
GST No. : 27AAAFE9092Q1ZP

Mr. Mitesh R. Jain

Tel. No. 22050150, Mob. No. 9320687515
Email Id. marinelines@goldmedlindia.com
GST No. 27AACCG9397F1Z6

NEW ANNUAL MEMBERSHIP

M/s. Pride Electrical Company

Shop No. 11, Diamond Bldg.,
Pathakwadi, Lohar Chawl,
Mumbai – 400002.

M/s. Pawan Enterprise

43/47, Shriniwas Building,
4th Floor, C. P. Tank Circle,
V. P. Road, Mumbai- 400004

Mr. Shreyas Hitesh Shah

Tel. No. 40105782, Mob No. 9773392451
Email Id. pridemumbaico@gmail.com
GST No. 27AAZFP8435D1ZN

Mr. Pawan Poddar

Mob No. 9819927597
Email Id. pawanenterprise@yahoo.in
GST No. 27AACPP8925D1ZM

CHANGE OF ADDRESS

Old Address**M/s. Shree Giriraj Electricals**

32.Chikuwala Chawl, Inside Crawford Market,
Mumbai – 400001.

M/s. Braco Electricals (India) Pvt. Ltd.

803, Meadows, Sahar Plaza Complex,
Andheri-Kurla Road, Andheri (E),
Mumbai – 400059.

M/s. Everest Electricals

293, Princess Street, Sopariwala Building,
Shop No. 04, Next To Saraswat Co-op Bank,
Mumbai – 400002.

New Address**M/s. Shree Giriraj Electricals**

302/B, Bobby Pathak Avenue, Opp. Rotary Garden,
Near Shakti Nagar, Anand Nagar, Dahisar (E)- 400068

Mr. Harish P. Sheth

Mob. : 9322274889, Email Id. sge.harish@gmail.com

M/s. Braco Electricals (India) Pvt. Ltd.

3/14, Gold Mohar Building,
174, Princess Street, Marine Lines (E),
Mumbai – 400 002.

M/s. Everest Electricals

633, Jagannath Shankar Seth Road, Near Ahmedabad
Sports, Opp. Hamal Wadi, Dhobi Talav, Mumbai – 400002.
Tel. No. 22054545/22057335/40021016/35719695
Mob. : 9930943311/9870005599,
Email Id. : salesdepot@surelock.in

CHANGE OF TEL. NO. & EMAIL ID

M/s. S. & S. Enterprise

205, Kapol Bank Building, 2nd Floor,
17/21, Picket Cross Road,
Lohar Chawl, Mumbai – 400002.

Mr. Tushar H. Sanghavi

Tel No. 022-22099939 / 39567256
Mob. No. 9820331412 / 9820346048
Email Id.: snsenter2@gmail.com
thsanghavi@gmail.com, GST No. 27AAGPS3322K1ZJ

CHANGE OF COMPANY NAME

Old Company Name**M/s. Atlas Metal Industries**

G-3, Plot-77/81, Avsar Building, Kazi Sayed Street,
Khand Bazar Masjid, Mumbai – 400003.

New Company Name**M/s. Atlas Metal Industries Pvt. Ltd.****Mr. Vandan Gosrani**

Tel No. 23421015, Mob. No. 939311777765
Email Id : shipment@atlasmetalind.com
GST No. 24AAVCA2635B1ZW

RELINQUISHMENT

One of our Member M/s. **TUSHAR CORPORATION** 20/A, Tavawala Building, 1st Floor, 147, Lohar Chawl, Mumbai – 400 002 has informed us that their employee, **Prakash Khashoba Kumbhavde, Age 31** had left their firm w.e.f. 16.08.2021. Please note that **Prakash Kumbhavde**, does not represent the said firm anymore and as such no one should deal with him on behalf of M/s. Tushar Corporation

TARIFF FOR EMA HALL

Time for 11:00 am to 6:00 pm

One Day ₹ 6,050/-

Two Day ₹ 10,000/-

Three Day ₹ 15,000/-

Time for 11:00 am to 2:00 pm or from 3:00 to 6:00 pm

For 3 Hours Sessions ₹ 3,000/-

The Association is please to inform all members that EMA Hall is available on Rent. The tariff for the same has been fixed against refundable Deposit Rs. 2500.00 (Two thousand five hundred only)

IDEAL FOR : SEMINAR | EXHIBITION | DISPLAY MARKETING EVENTS | MEETING CONFERENCE

Hall booking will be subject to availability of date

The Tariff for the Distribution of Price List / Business Promotional Material / Information / Brochure / Pamphlets leaflets etc have fixed as under

FOR PRICE LIST DISTRIBUTION

One Page	Two Pages	Three Pages	Four Pages	Five Pages
₹ 1,500	₹ 2,000	₹ 2,500	₹ 3,000	₹ 3,500

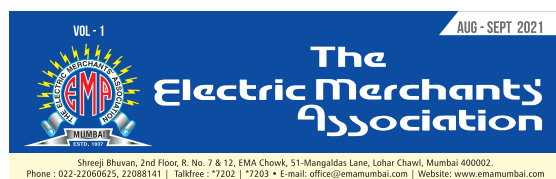
Beside, if there are more than 5 pages, the Additional cost will be ₹ 1,000 per pages. Pls send 1050 copies for Distribution purpose.

WEBSITE ADVERTISEMENT TARIFF FOR ONE YEAR

No	CATEGORIES	PRICE ₹	No	CATEGORIES	PRICE ₹
1	Premium Position Advt. on Home Page	1,10,000	5	Category Sponsorship	₹ 5,000
2	Big Banner Advt. on Home Page	60,000	6	Brand Listing on Just Click+1 Co. Listing	₹ 1,500
3	Small Banner Advt. on Home Page	15,000	7	Company Listing under Category	₹ 700
4	Prime Just Click Sponsorships	50,000	8	Price List on Just Click	₹ 1,500

TARIFF FOR ADVERTISING IN BIMONTHLY JOURNAL

No	CATEGORIES	PRICE ₹
1	Full Page	5,000
2	Half Page	3,000
3	Article + Advertisement (Full Page)	7,000
4	Article + Advertisement (Half Page)	5,000
5	2 Full Page Advertisement	9,000
6	2 Half Page Advertisement	5,000
7	3 Full Page Advertisement	12,000
8	3 Half Page Advertisement	7,000
9	6 Full Page Advertisement	24,000
10	6 Half Page Advertisement	14,000
11	Inside Front Full Page For 1 Year	1,25,000
12	Inside Back Full Page For 1 Year	1,00,000
13	Back Cover For 1 Year	2,00,000
14	Plastic Folder (Front & Back) For 1 Year	2,50,000



WIRES & CABLES



PLEASE NOTE :

Non-Members will be charged 25% extra on all the above tariffs.
18% GST will be charged extra as applicable on all above tariffs.

ABOUT KEI INDUSTRIES

Greetings to everyone!

EMA has been crucial to our growth as we promote co-operation among persons, firms, companies connected with the electric trade and industry in India. Whether as importers, exporters, wholesale or retail dealers, manufacturers, contractors, consultants or commission agents KEI and EMA together have a common view when it comes to adopting a common policy and collectively taking necessary steps to further and safeguard the interest of trade and industry.

I would like to thank EMA, our stakeholders, including customers, channel partners, business associates, suppliers, for the continued trust and support in a difficult year.



Current Scenario: An unprecedented year for everyone, FY 2020-21 nevertheless demonstrated KEI's resiliency and resolve. Our unflinching focus has been towards safeguarding our people, ensuring no major disruption to our customers and consumers, supporting our communities, and retaining our financial strength. It was also a year of transformation for KEI as we set out to aggressively grow our retail segment while gradually reducing the contribution of EPC projects to our overall sales mix. A strategic shift we believe will enable us to deliver better value in the years ahead.

Having identified the retail segment for driving our next leg of growth, we aim to scale up retail contribution to 40-50% of overall sales in the medium term, led by 40% growth in housing wires. We have hired a leading consultant for the development of strategies and policies for increasing our sales through our retail dealer network. Higher margins and lower working capital requirements in retail vis-à-vis other business segments are key factors driving our focus towards growth. As we increase the contribution of retail in our sales mix and enhance our channel coverage, it will narrow receivable days and strengthen cash generation. We have already expanded our capacity in the house wires to support our growth expectations. The facility at Chinchpada, Silvassa, commissioned in FY 2019-20, is currently operating at 61% capacity utilization, providing ample headroom for boosting our production.

Future plans: Heading into FY 2021-22, the severe second wave of COVID-19 in India resulted in a renewed lockdown of the economy. While the nation was hit hard with the huge loss of lives, the situation is now under control and lockdowns have been eased with the Government's focus on accelerating vaccine rollout, strengthening healthcare infrastructure and heightened public awareness on adopting health and safety measures. The improved operating environment combined with pent-up demand should boost the market growth for wires and cables. Projects in areas of road and highways, tunnels, railways, metro rail, power transmission and distribution, airports, solar power and nuclear power, among others, are being awarded to spur economic growth. Further, the Government has extended its `111 Lakh Crore (USD 1.5 trillion) National Infrastructure Pipeline, which is an umbrella program integrating multi-sector infrastructural projects, to cover more projects by 2025. We are also witnessing capacity expansion and upgradation in various state-owned oil refineries.

The Board is confident that while the pandemic has created near-term challenges, the business is fundamentally strong to deliver better value in the years ahead. Wishing all of you the best in these challenging times.

Stay safe, stay well.

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Marketing Office - Mumbai:

KEI Industries Limited, Nirvan Corporate, 7th Floor, Opposite Aghadi Nagar, Pump House, Rajmata Jijabai Road, Andheri East, Mumbai – 400093 Tel: +91-22-28239673, 28375642 Fax: +91-22-28258277 Email: info@kei-ind.com



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