

The Manager
Listing Department
The National Stock Exchange of India Limited
‘Exchange Plaza’, C-1 Block G,
Bandra Kurla complex,
Bandra (E), Mumbai 400051.

Date: **02.09.2024**

NSE Symbol: **VMARCIND**
ISIN: **INE0GXXK01018**

Subject: Disclosure-Updates

In reference to above captioned subject, we are pleased to share the following:

1. That the Event was held in Lucknow on 23rd August for the launch of our new range of Flexi Tough HFFR wires and Eb+ Power Cables featuring Electron Beam Cross-Linked technology. This significant event was attended by over 250 dealers from seven states including Uttar Pradesh, Delhi, Madhya Pradesh, Bihar, Jharkhand, Punjab and Tamil Nadu.
2. The Interview of our Chairman & Managing Director- Mr. Vikas Garg and Executive Director – Mr. Deepak Prabhakar Tikle in the Electrical Magazine named as **Electrical Mirror**, details of the same is attached for your reference.

You are requested to take the above information on the record.

Thanking You,

Yours Faithfully,

For **V-Marc India Limited**

Anuj Ahluwalia
Company Secretary

Encl:
Article published in Electrical Mirror
Interview published in Electrical Mirror



Industry buzzes as V-Marc launches revolutionary wire and cable technology



V-Marc, a prominent player in the electrical and power cable industry, has launched a new range of cables Flexi Tough HFFR wires & eB+ Power Cables equipped with Electron Beam Cross-Linked technology at a significant event held in Lucknow on 23rd August. The launch was attended by over 250 dealers from seven states, including Uttar Pradesh, Delhi, Madhya Pradesh, Bihar, Jharkhand, Punjab, and Tamil Nadu.

This new product line represents a substantial advancement in the power distribution sector, designed to offer superior durability, safety, and efficiency. The cables, which can operate at temperatures as high as 150°C, are engineered to withstand extreme environmental conditions, including high UV exposure, chemical corrosion, and physical wear and tear. These features make them ideal for a wide range of applications, from residential wiring to large-scale industrial projects.

The cables are constructed using conductors made from 99.97% bright electrolytic grade copper, ensuring maximum conductivity and flexibility. The insulation formulated is of Special e-Beam Cross-Linked XLPO polymer family compound, developed in-house, that significantly enhances the electrical properties of the cables by 80%. This compound is a crucial component in ensuring the safety and longevity of the cables, which are

designed to last over 60 years.

"During the launch event, attendees were treated to live demonstrations that gave the audience a first hand experience of the enhanced features and reliability of our products, designed to meet and exceed international safety standards."

"Given the current market conditions, our technology team has been dedicated to research and development for the past two years, with a vision to revolutionise the building wire and cable industry. As a result of these efforts, we are proud to announce the launch of our latest innovations" - said Mr. Vikas Garg, Managing Director of V-Marc India.

The advanced technology behind V-Marc's new cables is a game-changer in the industry. The cables also offer improved resistance to flammability, with tests showing they meet the highest safety standards, including IEC 60332-Part 3 Cat. A for flammability. This makes them a safer choice for environments where fire hazards are a concern.

V-Marc's launch in Lucknow is just the beginning of a larger strategy to expand its presence, it remains focused on delivering products that align with the highest standards of quality, safety, and environmental responsibility, reinforcing its position as a leader in the electrical manufacturing sector. 

ELECTRICAL MIRROR

An Outlook of The Electrical & Power Industry

www.electricalmirror.net



V-MARC

INDIA

Powering Progress Sustainably



**Redefining Safety &
Efficiency In The Wire
& Cable Industry**

Mr. Vikas Garg

Chairman & Managing Director
V-Marc India Ltd



Mr. Vikas Garg

Chairman & Managing Director
V-Marc India Ltd



“

Our competitive edge lies in our relentless pursuit of innovation and quality. The adoption of advance technology and processes gives us distinctive advantage in producing Superior Quality Products.

”

Q Could you please take us through the business journey, milestones, and achievements of V-Marc India Ltd?

V-Marc India Ltd was established with a vision to become a leader in electrical solutions. Our journey began with wires and cables, which remain central to our offerings. A key milestone was our adoption of E-beam technology, significantly enhancing the durability and safety of our products. We further distinguished ourselves by becoming the only organized player offering both Medium Voltage Covered Conductors (MVCC) and associated accessories, addressing on-site challenges effectively. Our product portfolio has since expanded to include MCBs, wiring devices, and water heaters, making us one of the fastest-growing companies in the industry today.

Q What are the core values and mission of V-Marc, and how is your organization powering progress sustainably?

At V-Marc, our core values revolve around innovation, quality, and sustainability. Our mission is to drive progress while ensuring a sustainable future. We achieve this through investments in green technologies, like E-beam processing, which reduces energy consumption and waste. Additionally, we've expanded our manufacturing

capacity to produce 33KV cables and above, anticipating the rising needs of utility companies and supporting the development of more efficient infrastructure.

Q ■ What is the potential you see for the growth of wires & cables and the adoption of technology in the era of economic growth?

The demand for wires and cables is set to surge, driven by urbanization, industrialization, and the global shift towards electrification and renewable energy. Technologies like E-beam processing and smart manufacturing will be crucial in meeting this demand. Our recent capacity expansion into high-voltage cables, such as 33KV and above, positions us well to serve the growing needs of utility companies and the broader market.

Q ■ Please give us an overview of the product spectrum of V-Marc India.

V-Marc offers a comprehensive range of electrical solutions. While wires and cables remain our core products, we also provide MCBs, wiring devices, and water heaters. Our unique MVCC and accessories offerings provide a complete solution, addressing practical site challenges and reflecting our commitment to innovation and quality.

Q ■ What are the top 3 things to watch out for in the second half of 2024 from V-Marc?

In the latter half of 2024, expect the launch of our new smart electrical devices designed for modern homes and industrial setups, an expansion of our E-beam processed product line with more durable and eco-friendly solutions, and significant advancements in our global expansion efforts. Additionally, our increased capacity for high-

voltage cables will play a key role in meeting the industry's growing demands.

Q ■ What gives V-Marc an edge in the competitive landscape of the electrical and power industry?

Our competitive edge comes from our commitment to innovation and quality. The adoption of E-beam technology allows us to produce superior products, while our diversified portfolio, including MVCC and high-voltage cables, enables us to meet a wide range of customer needs. Our focus on sustainability further strengthens our position in the market.

Q ■ Can you please shed some light on V-Marc's unique approach to fulfilling the needs of customers in diverse economies?

Local regulatory standards and cultural preferences, ensuring we address the specific needs of different markets. Our high-voltage cables and MVCC solutions exemplify how we anticipate and fulfill these requirements, building strong relationships and loyalty across diverse economies.

Q ■ How is V-Marc contributing to the global shift towards sustainable energy and responsible production?

Sustainability is integral to our operations at V-Marc. We prioritize responsible production through E-beam technology and are exploring the use of renewable energy in our manufacturing processes. Our capacity expansion for high-voltage cables and comprehensive MVCC solutions align with global efforts to transition to a low-carbon economy, reinforcing our leadership in the shift towards sustainability. 

ELECTRICAL MIRROR
FOLLOW US ON:
www.electricalmirror.net


Redefining Safety And Efficiency In The Wire And Cable Industry V-MARC Unveils India's

eB-HFFR Flexi Tough Wires

1. **Enhanced Capacity:** 80% more higher capacity vs conventional wires.
2. **Fire Resistant:** E-Beam XL HFFR insulation offers superior fire protection.
3. **Safe & Non-Toxic:** Emits no harmful smoke or poisonous gases.
4. **Thermal Durability:** Withstands temperatures up to 150°C for long-term use.
5. **Long Lifespan:** Designed to last over 65 years.
6. **Eco-Friendly:** Made from non-toxic, sustainable materials.



www.v-marc.com



eB+ Power Cables

1. **Higher Capacity:** Offers 30% higher current-carrying capacity.
2. **Advanced Cross-Linking:** Enhances mechanical, electrical, thermal, and chemical properties.
3. **Fire Prevention:** Reduces fire risks from overloads and short circuits
4. **Temperature Resistance:** Withstands higher temperatures for durability.
5. **Superior Insulation:** Minimizes leakage currents with high insulation resistance.
6. **Chemical Resistance:** Resists most chemicals and acids for longevity.
7. **Corona Resistance:** Designed to resist corona discharge, improving system reliability.





Mr. Deepak Tikle

Executive Director
V-Marc India Ltd



“

V-Marc's adoption of E-beam technology sets us apart in the market. While many competitors have yet to embrace this advanced process, we have leveraged it to enhance the physical properties of our wires and cables, ensuring superior performance, safety, and longevity.

”

Q Can you explain what E-beam technology is and how it has been applied at V-Marc India Ltd. in the production of Flexi-Tough HFFR wires and E-Beam Power cables?

E-beam technology, or electron beam technology, utilizes high-energy electrons to cross-link polymer materials, greatly enhancing their thermal, mechanical, and chemical properties. At V-Marc, we are proud to be the trendsetters as India's first and only company to introduce the unique range of Flexi-Tough eB-HFFR wires and eB-Power cables. This advanced technology allows us to produce wires and cables that are significantly more durable, heat-resistant, and safer, making them ideal for both residential and industrial applications.

Q What are the key advantages of Flexi-Tough HFFR wires produced using E-beam technology, particularly in terms of current-carrying capacity and fire resistance?

Our Flexi-Tough HFFR wires, enhanced by E-beam technology, offer up to 80% more current-carrying capacity than conventional wires, which is critical in high-demand electrical environments. Additionally, these wires feature superior fire resistance, reducing the risk of fire hazards. They also offer high thermal durability, withstanding temperatures up to 150°C, and are environmentally friendly, being non-toxic and safe, making them a superior choice for modern electrical infrastructure.

Q How does the adoption of E-beam technology for power cables benefit customers, particularly in terms of performance and safety?

Our E-Beam Power cables are designed with the customer's needs in mind, offering 30% more current-carrying

capacity for efficient power transmission. The E-beam cross-linking process significantly enhances the cable's resistance to short circuits and overloads, preventing fires and ensuring a safer power supply. These cables also resist corona discharge and reduce leakage currents, leading to lower direct electrical losses, making them a reliable choice for both safety and performance.

Q. What differentiates V-Marc's product offerings from competitors in the market, particularly those that do not use E-beam technology?

V-Marc's adoption of E-beam technology sets us apart in the market. While many competitors have yet to embrace this advanced process, we have leveraged it to enhance the physical properties of our wires and cables, ensuring superior performance, safety, and longevity. As the first in India to offer Flexi-Tough eB-HFFR wires and eB-Power cables, we are setting a new industry standard, particularly in terms of heat and fire resistance, which is critical in today's increasingly competitive market.

Q. How does V-Marc's investment in E-beam technology reflect the company's futuristic approach to process engineering and its commitment to innovation?

Our investment in E-beam technology highlights V-Marc's forward-thinking approach and commitment to staying ahead of industry trends. By pioneering this technology in India, we are not only improving the quality and safety of our products but also positioning ourselves as industry leaders who are ready to meet emerging market demands. This dedication to innovation ensures that V-Marc continues to offer the best solutions to our customers, both now and in the future.

Q. In what ways do E-beam processed Flexi-Tough HFFR wires contribute to a longer product lifecycle

and environmental sustainability?

Flexi-Tough HFFR wires processed with E-beam technology offer a lifespan exceeding 65 years, significantly outlasting traditional wires. They are also highly resistant to thermal degradation and fire, making them a long-term, reliable solution for any electrical infrastructure. Additionally, these wires are made from non-toxic, environmentally friendly materials, contributing to sustainability efforts by reducing the overall environmental impact of electrical installations.

Q. How does V-Marc's approach to technology adoption contribute to the company's status as one of the fastest-growing in the emerging economy?

Our strategic adoption of cutting-edge technologies like E-beam processing has been instrumental in our rapid growth. By integrating these technologies into our manufacturing processes, we offer superior products that meet the evolving demands of the market. This commitment to innovation and quality has allowed us to expand our market share rapidly, particularly in emerging economies, where we are recognized as a leader in electrical solutions.

Q. What message does V-Marc's adoption of E-beam technology send to customers about the company's commitment to offering the best-in-class electrical solutions?

V-Marc's adoption of E-beam technology clearly signals to our customers that we are committed to providing the best-in-class electrical solutions. This investment demonstrates our dedication to quality, safety, and sustainability, ensuring our products not only meet but exceed industry standards. Our pioneering efforts in introducing Flexi-Tough eB-HFFR wires and eB-Power cables show that we are focused on our customers' long-term needs, offering products that are reliable, efficient, and environmentally responsible. 