AWARDED Superbrands INDIA Consumer Validated 2025

KEI Wires & Cables

KEI INDUSTRIES LIMITED

CORPORATE PRESENTATION

September, 2025

Contents

Company Overview

Overview

- One of the leading manufacturers of cables and wires with a wide product portfolio spread across EHV, HT and LT Power Cables, House Wire, Stainless Steel Wire
- Forward integrated into EPC services for Power, Distribution, Transmission and sub-station projects
- FY25 Revenue: INR 97,359 Mn., EBITDA: INR 10,628 Mn. (10.92% margin)

8
Manufacturing Plants across Rajasthan, D&NH

INR 38,448 Mn
Healthy Order Book[2]

2,000+
Institutional Customers[1]

2,100
Dealers / Distributors[2]

R&D
facility with NABL accredited labs

2,050+
Employees[1]

Proven Track Record 3Y CAGR
Revenue - 19%
PAT - 23%

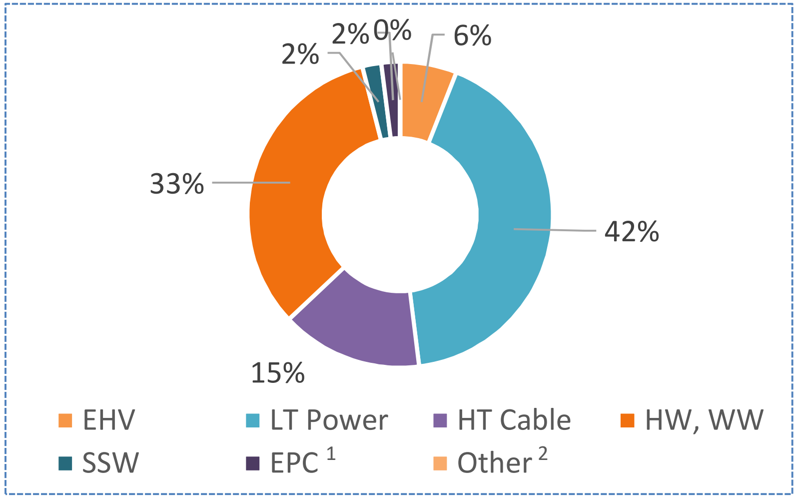
Experienced
Management Team

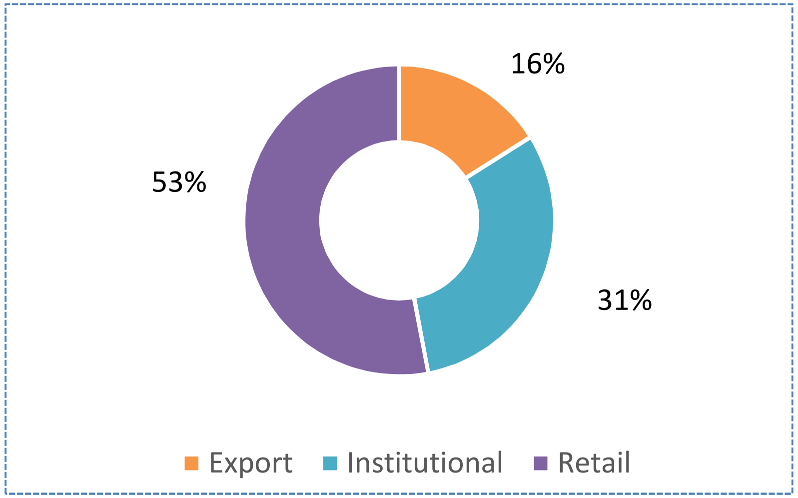
Note: EHV: Extra High Voltage; HT: High Tension; LT: Low Tension; D&NH: Dadra and Nagar Haveli; NABL: National Accreditation Board for Testing and Calibration Laboratories
1. As on 31st March, 2025. 2. As on Sep 2025

Revenue Overview

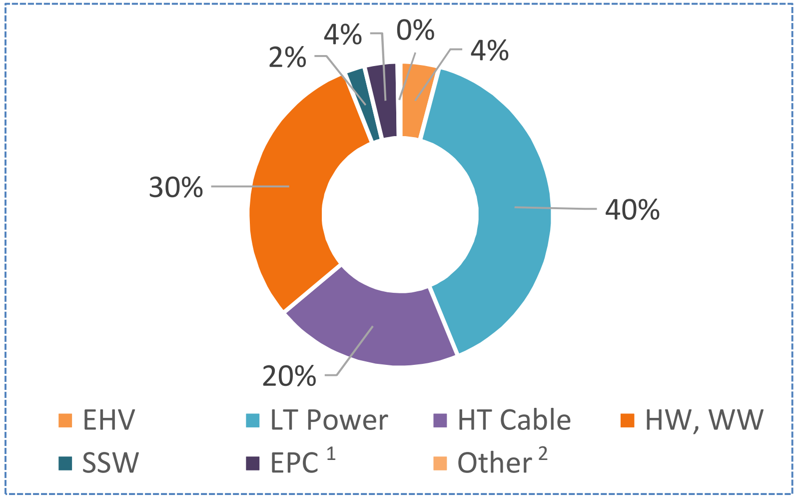
Revenue Split by Product and Customer / Channel

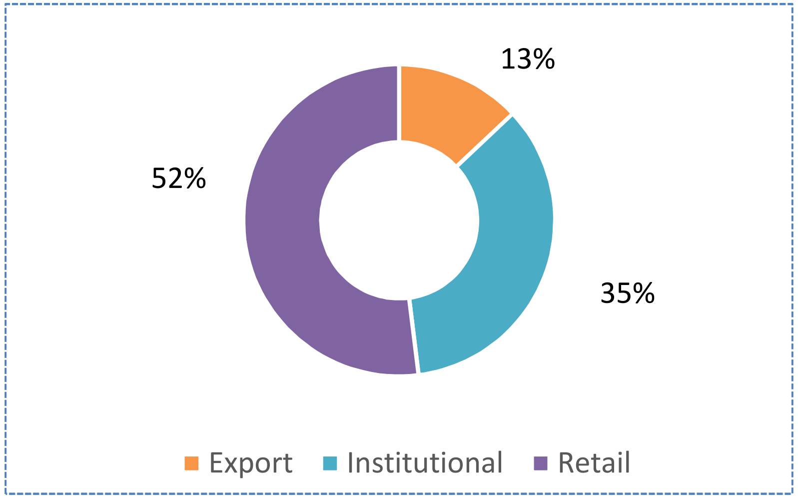
H1 FY26





FY25

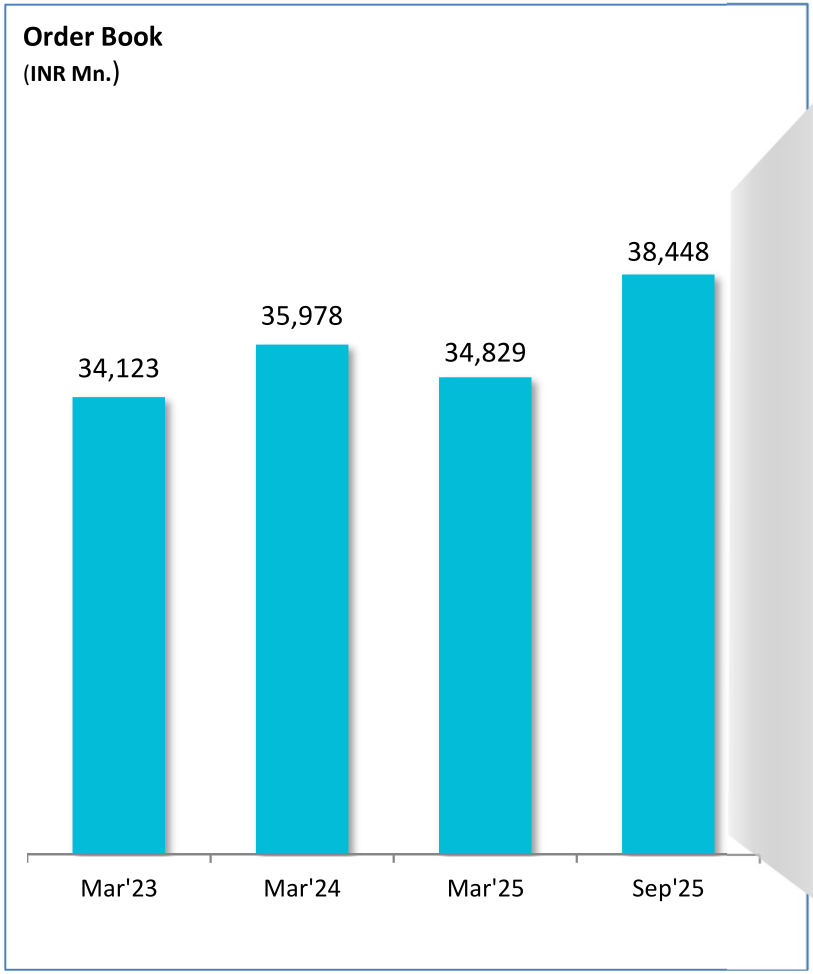


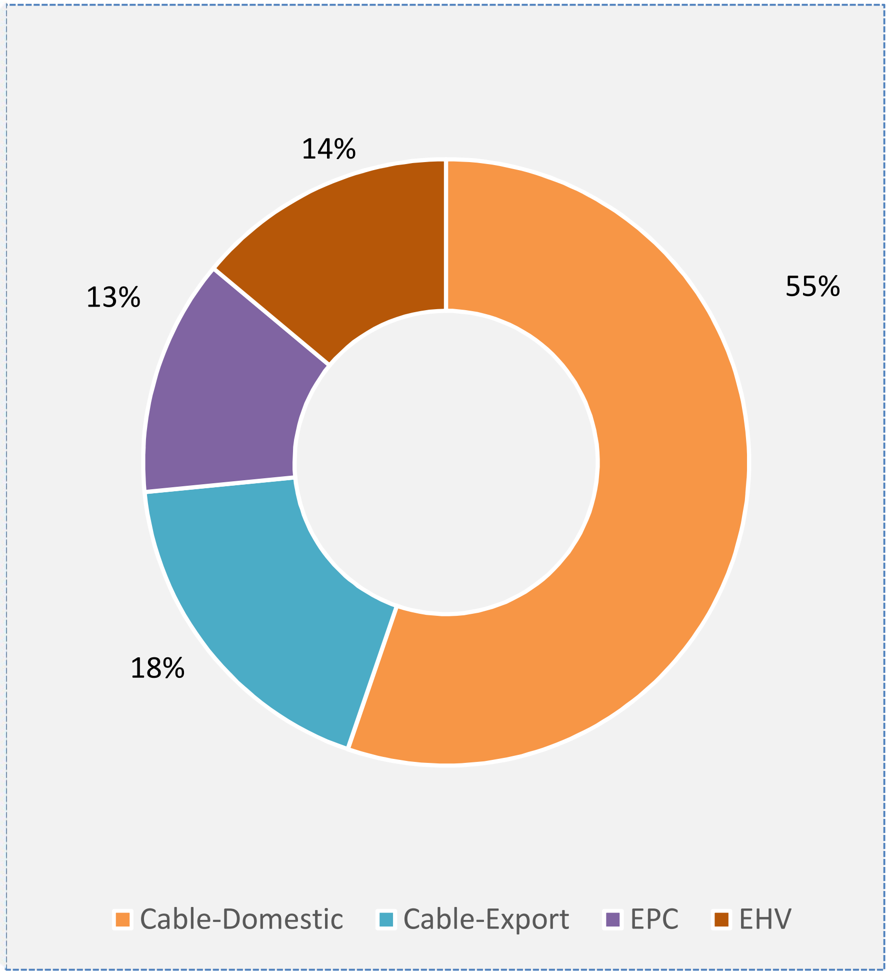


Note: EHV: Extra High Voltage; LT: Low Tension; HT: High Tension; HW: House Wire; WW: Winding Wire; SSW: Stainless Steel Wire
1. EPC other than cable; 2. Scrap and trading sales net of Ind AS adjustment

Order Book Summary

Healthy and growing order book of INR 38,448 Mn (as on 30th Sep, 2025)





Note: EHV: Extra High Voltage

Company Strengths

Company Strengths

1

Well diversified across multiple dimensions

Wide basket of products used across multiple industries

Low customer concentration

2

Strategically located manufacturing facilities and Strong R&D capabilities

Manufacturing facilities across 8 locations

Strong R&D focus helps in new product development and customized solutions

3

Strong retail presence with a well entrenched distribution network and branding

Strong pan-India distribution network with an increasing focus on retail segment

Healthy brand visibility – TV advertising, IPL sponsorship, customer loyalty

4

Growing exports presence

Presence in 60+ countries with offices in 4 countries

Exports provide natural hedge on forex (given we also import raw materials)

5

Strong Financial performance

Strong growth and return ratios with comfortable debt profile

Increased focus on exports and retail to improve profitability & working capital

Comprehensive Product Portfolio…

Wide product basket comprising:

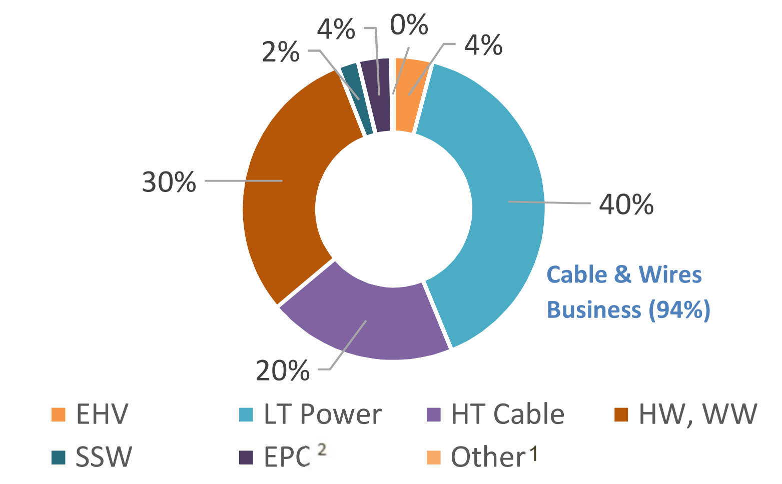
- Extra-High Voltage Cables up to 400 KV
- High & Medium Voltage Cables
- Control & Instrumentation Cables
- Specialty Cables
- Submersible Cables
- Rubber Cables
- Solar Cables
- ESP Cables
- PVC/Poly Wrapped Winding Wires
- Flexible & House Wires
- MVCC Cables
- Stainless Steel Wires
- Fire Survival/ Resistant Cables
- EV Cables
- EPC Projects

Helping the company serve a wide range of sectors such as power, oil refineries, railways, automobiles, cement, steel, fertilizers, textile and real estate, among others

WIDEST RANGE OF WIRES AND CABLES FROM 1.1KV UP TO 400KV

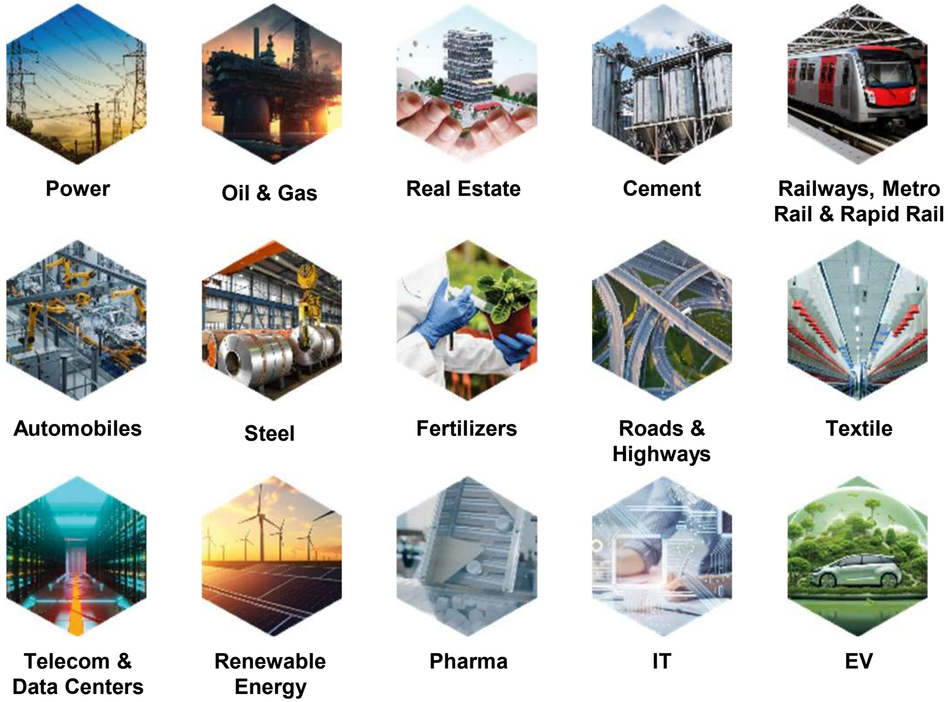
...Well Diversified Across Multiple Dimensions

Wide Product Basket...

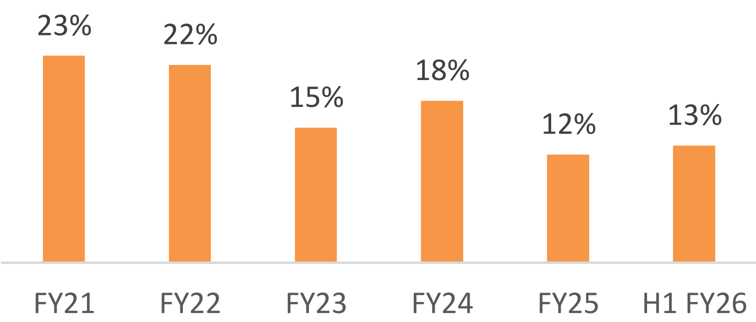


FY25

...With applications across Industries



...Coupled with low customer concentration



Top 10 customers Revenue contribution

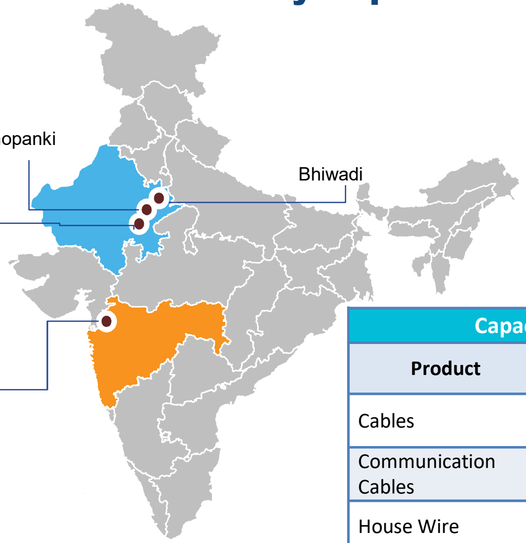
- KEI is diversified across products and industries
- Limited customer concentration with top 10 customers accounting for 12% of sales in FY25 and 13% in H1 FY26
- Diversification helps in de-risking

1. Scrap and trading sales net of Ind AS adjustment; 2. EPC other than cable

![KEI Wires & Cables]

Strategically Located Manufacturing Facilities & Strong R&D Capabilities

Plant Locations and Key Capacities



Capacity Utilization			
Product	**FY24**	**FY25**	**H1FY26**
Cables	92%	85%	78%
Communication Cables	38%	38%	46%
House Wire	71%	71%	65%
Stainless Steel Wire	90%	89%	85%

Products	Bhiwadi	Rakholi	Chopanki	Pathredi-1	Pathredi-2	Chinchpada
EHV	✓		✓			
HT Power Cable	✓		✓	✓	✓	
LT Power Cable	✓	✓	✓	✓	✓	✓
Control Cable	✓	✓		✓		✓
Instrumentation/ Communication Cable	✓			✓		✓
Rubber cable	✓				✓	
House Wire/ Winding Wire/Solar Wire	✓	✓			✓	✓
Stainless Steel Wire	✓					

Plant Location	Start Date	Capacity (As of 30th Sep, 25)
Bhiwadi	1996	• Cable – 63,400 Kms • House Wire/WW – 2,59,000 Kms • Stainless Steel Wire – 9,000 MT
Rakholi	2002	• Cable – 34,800 Kms • House Wire – 696,000 Kms
Chopanki	2007	• Cable – 5,700 Kms
Pathredi-1	2018	• Cable – 21,000 Kms
Pathredi-2	2024	• Cable – 17,200 Kms • Solar Wire- 12000 kms
Chinchpada	2019	• Cable – 55,800 Kms • House Wire – 14,22,000 Kms • Communication cable – 28,800 Kms

Strong R&D capabilities

- R&D facility with in-house lab accredited by NABL
- Customized solutions for customers
- Continuous focus on development of new products
- Niche product offerings
- Focus on developing specialty products

...Strategically Located Manufacturing Facilities & Strong R&D Capabilities

Pathredi Plant

Bhiwadi Plant

Chopanki Plant

Silvassa Plant

Chinchpada Plant

Adherence to the most stringent quality standards

Our products are tested by KEMA (The Netherlands), TUV (Rheinland), SGS, IRS, ABS, CEIL, BRE (UK), LLOYDS REGISTER, BVQI, DNV, CPRI, ERDA, EIL, PDIL, MECON, NTPC, NPCIL, TUV India, RINA, PGCIL, TPL, DQAN, EQM, UL, RDSO, CE regulatory, UKCA regulatory

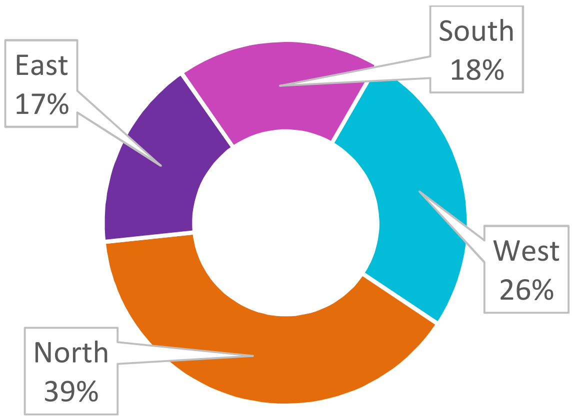
Pre-qualification credentials

Sound technical capabilities and country specific approvals to meet stringent customer requirements

Strong Presence in Retail Segment with a Well Entrenched Distribution Network

Increasing focus on retail…

…Leading to pan-India retail presence[2]



…With strong distribution network…

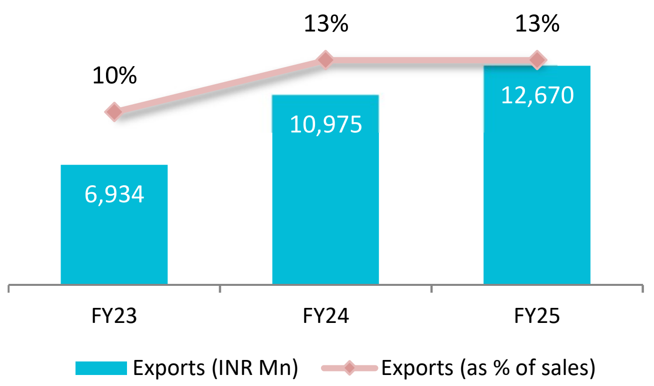
	# of Dealers / Distributors[1]	# of Marketing Offices[1]
North	749	11
South	415	7
East	511	6
West	425	14

- Strong distribution network covering metros and Tier 1 / 2 cities
- 27 depots across India[1]
- 38 marketing offices across the country and 4 overseas offices in UAE, South Africa, Nepal and Gambia[1]
- Focused on marketing through various brand promotion activities via multiple communication channels including TV Advertising and IPL Sponsorship
- Super Brand Status from FY 2011-16 and FY 2019-25

1. As of 30th Sep 2025; 2. Split of retail sales for H1 FY26

Growing Exports Presence

Export Sales in the last 3 years



- Exports accounted for 13% of sales in FY25 and 16% in H1 FY26.
- Exports provide natural hedge on forex as the company also imports raw materials
- Healthy order book for cable exports of INR 6,987Mn. as of 30th Sep, 2025.

Presence across over 60 countries with offices in 4 countries

KEI Wires & Cables

Experienced Management Team

Mrs. Archana Gupta
Non-Executive Director

Mr. Rajeev Gupta
Executive Director (Finance) & CFO

Mr. Lalit Sharma
Chief Operating Officer

Mr. Anil Gupta
Chairman-cum-Managing Director

Mr. Akshit Diviaj Gupta
Whole Time Director

Mr. Manoj Kakkar
Executive Director - Sales & Marketing

Mr. Kishore Kunal
Sr.Vice President (Corporate Finance) & Company Secretary

Mr. Adarsh Kumar Jain
Vice President (Finance)

Mr. Dilip Barnwal
Sr.Vice President - Operations (Silvassa Plants)

Mr. Daya Nand Sharma
Sr. Vice President - Operations (Sanand Plants)

Mr. Kali Charan Sharma
Sr. Vice President - Operations (Bhiwadi Plants)

KEI Wires & Cables

Growth Strategy

Growth Strategy

Expand Distribution Network

Increase penetration by expanding distribution network

Grow Retail Business

Continued focus to increase share of retail business

Scale up Exports

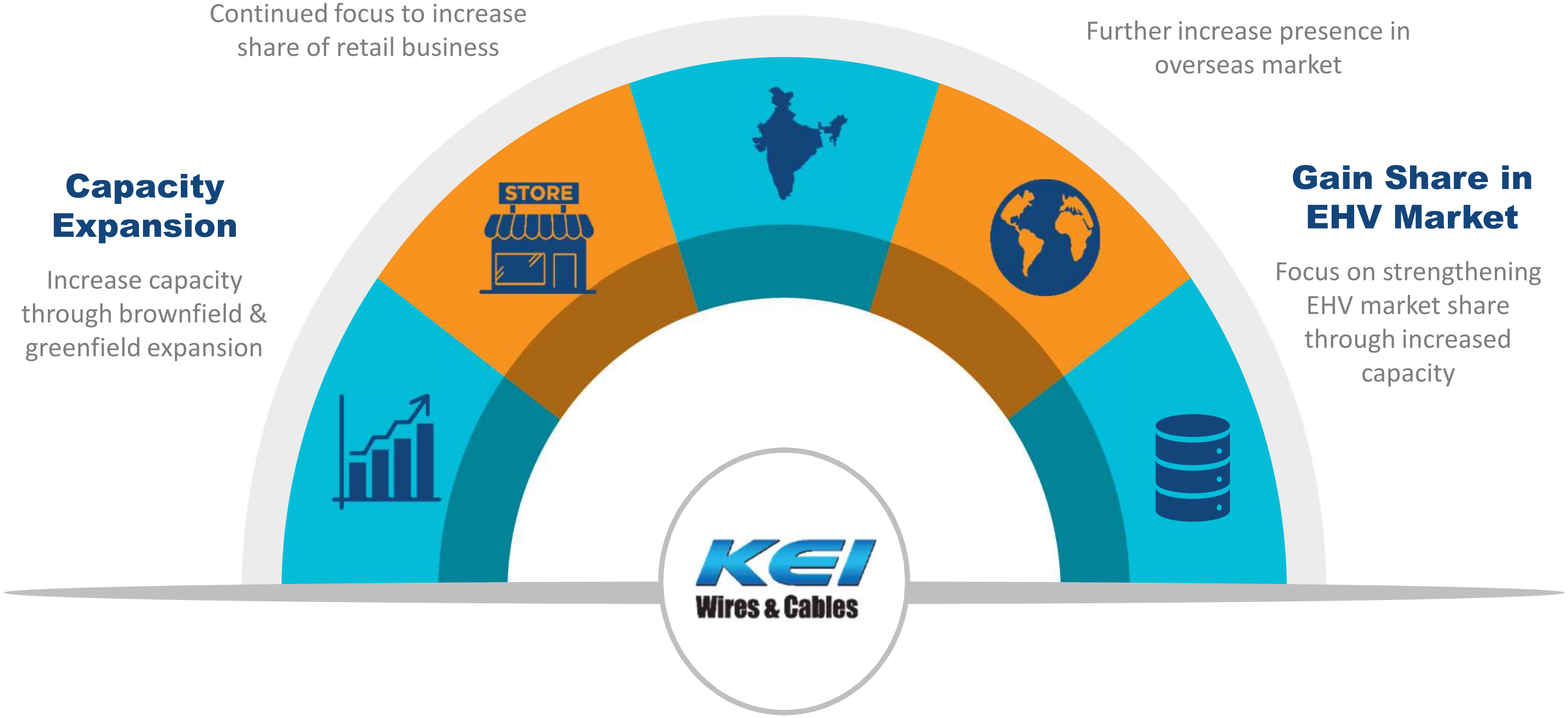
Further increase presence in overseas market

Capacity Expansion

Increase capacity through brownfield & greenfield expansion

Gain Share in EHV Market

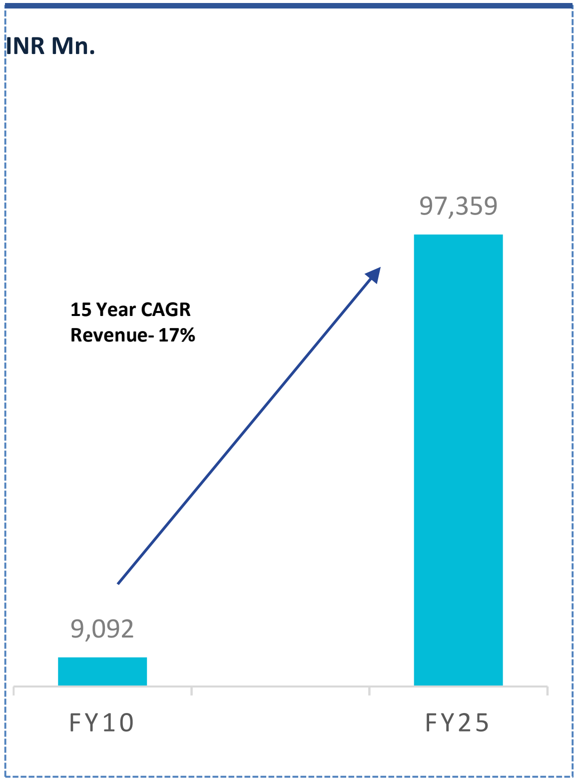
Focus on strengthening EHV market share through increased capacity



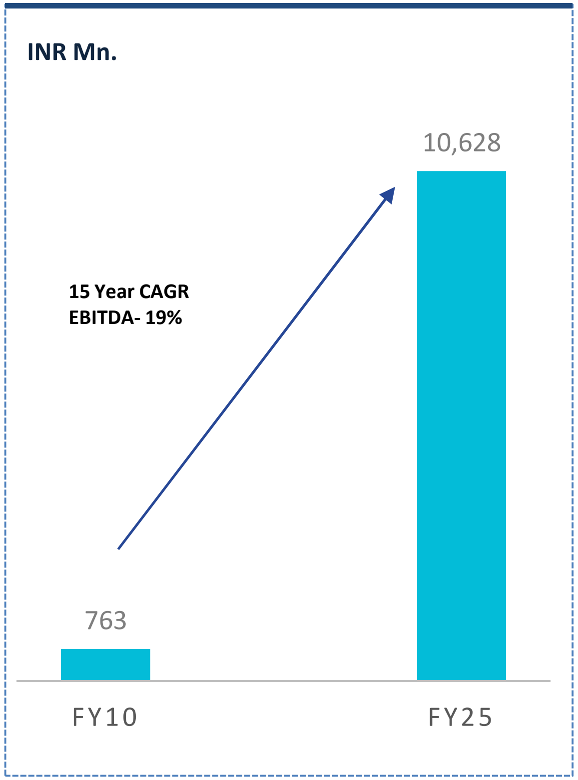
Key Financials

15 years Strong Financial Performance

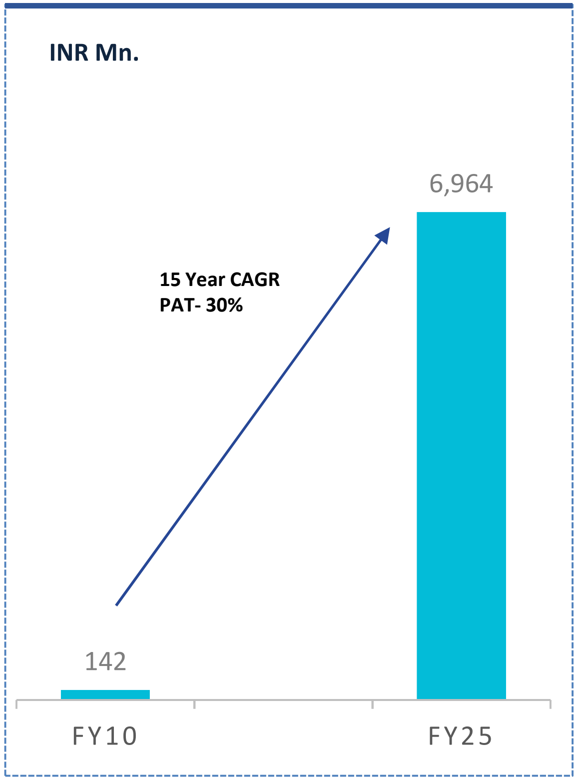
Robust Revenue Growth…



…with Strong EBITDA Growth…



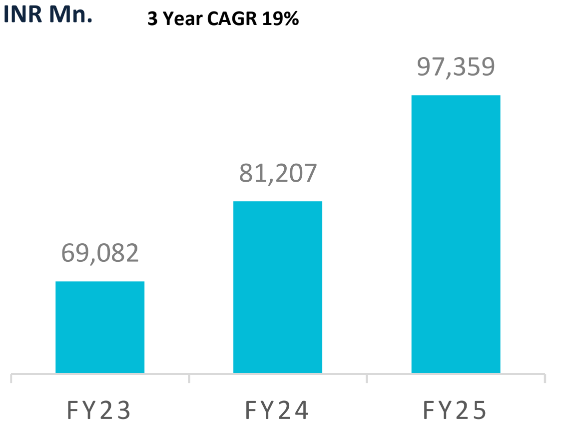
…and strong PAT Growth



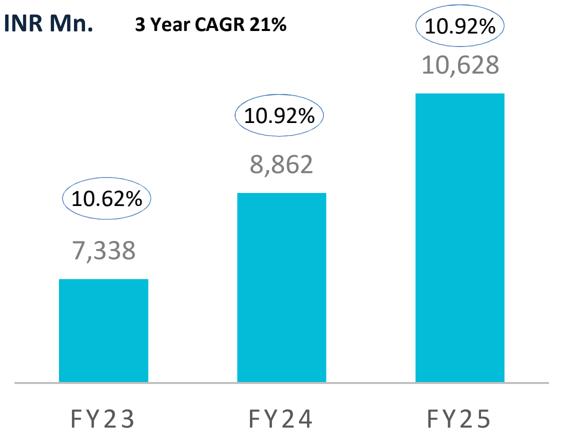
Strong Financial Performance

% margin

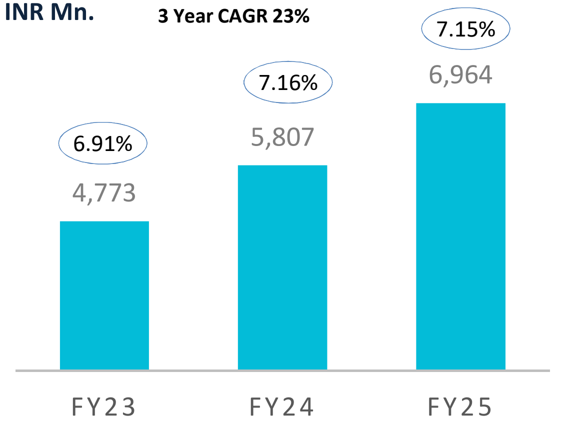
Robust Revenue Growth...



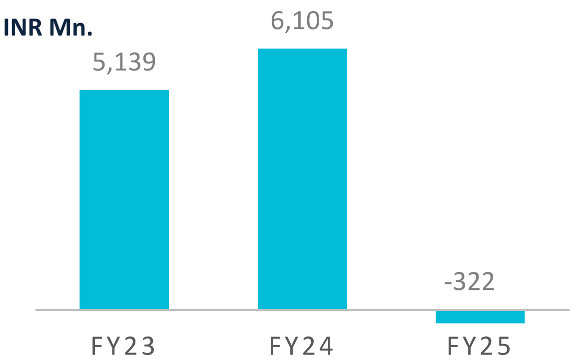
...with stable EBITDA Margins...



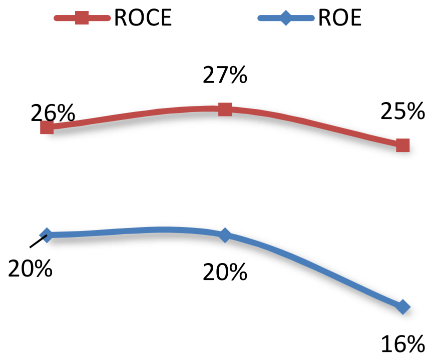
...and strong PAT Growth



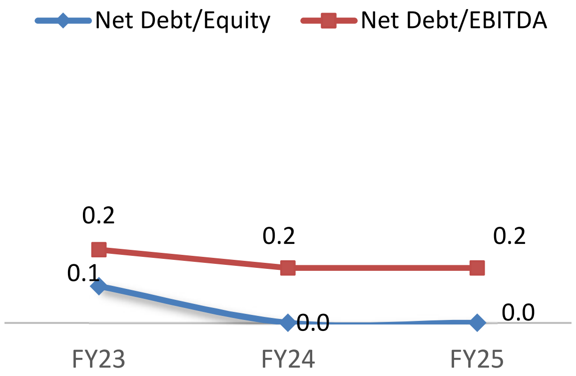
Cash Flow[1]



Robust Return Ratios[2]



Comfortable Debt Profile



Healthy Order Book to achieve Turnover and Profitability

Insurance of Receivables to Mitigate risk

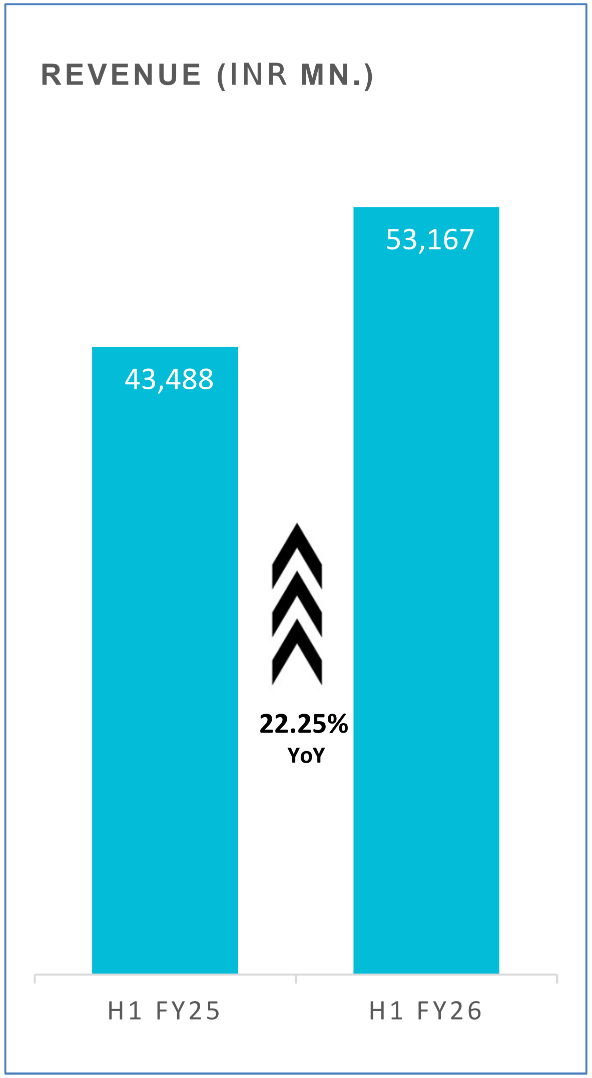
Track record of Consistent Debt Servicing

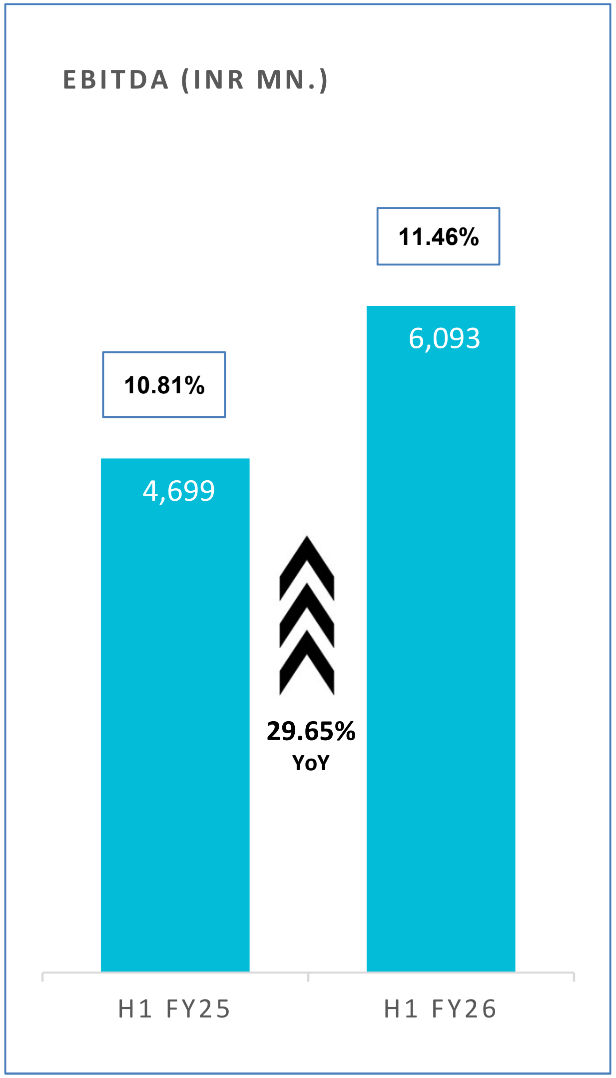
Credit rating: AA+ (stable) Long term and A1+ Short term

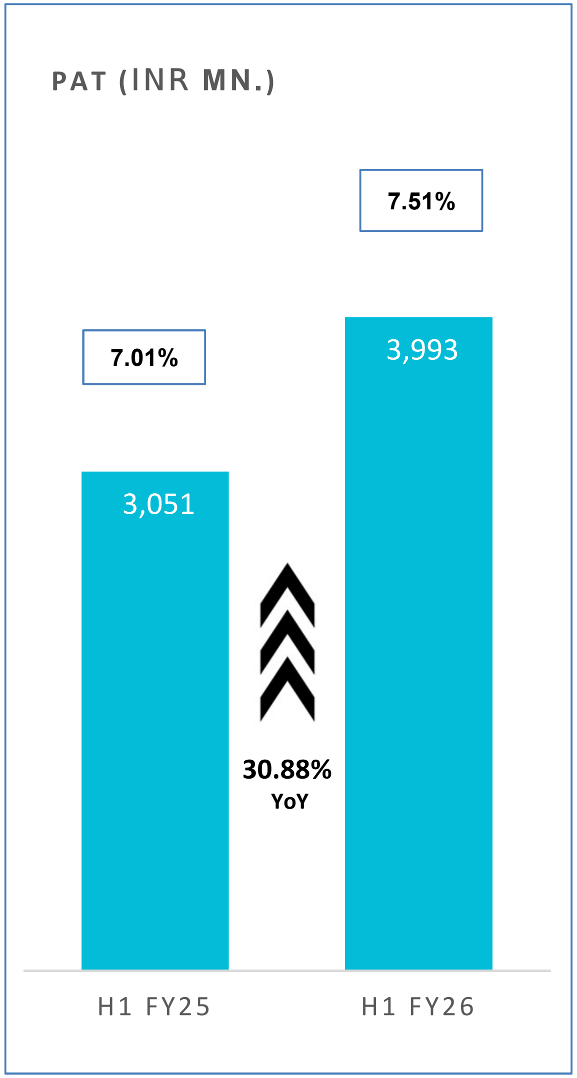
1 Net Cash from Operating Activities; 2. Average Capital Employed, excluding unutilized QIP proceeds and ROE lower due to Increased Net Worth from QIP Proceeds for FY 25

H1 FY26 Performance

% margin







Summary Financials

Summary of Financials

INR Mn.

Particulars	FY23	FY24	FY25	H1 FY26
Net Sales	69,082	81,207	97,359	53,167
EBITDA	7,338	8,862	10,628	6,093
PBT	6,420	7,810	9,370	5,405
PAT	4,773	5,807	6,964	3,993
Net Fixed Assets	5,819	8,913	13,786	21,791
Net Worth	25,892	31,483	57,858	61,881
Total Debt[1]	1,353	1,342	1,783	1,770
ROCE (%)[2]	26	27	25	
ROE (%) [2]	20	20	16	

Note: Previous year / periods figures have been regrouped / reclassified, wherever necessary. Financials based on consolidated.

1 Including Discounting arrangements from Banks.

2 Average Capital Employed, excluding unutilized QIP proceeds and ROE lower due to Increased Net Worth from QIP Proceeds for FY 25

Summary Financials (Product and Segment wise)

INR Mn.

Particulars	FY23	FY24	FY25	Q1 FY26	Q2 FY26
Domestic	30,645	32,966	34,121	8,989	7,668
Dealer	31,655	37,702	50,876	13,258	14,756
Export	6,934	10,975	12,638	3,732	4,655
Net of Ind AS & other	(152)	(436)	(276)[1]	(76)[1]	185[1]
Total	**69,082**	**81,207**	**97,359**	**25,903**	**27,264**
LT Cable	28,413	30,434	38,870	10,373	11,870
HT Cable	12,083	13,354	19,638	4,802	3,227
EHV	3,656	6,594	4,040	1,262	1,713
HW, WW	18,550	23,466	29,542	8,422	9,272
SSW	2,484	2,180	2,119	510	527
EPC other than cable	4,048	5,615	3,426	610	470
Net of Ind AS & other	(152)	(436)	(276)[1]	(76)[1]	185[1]
Total	**69,082**	**81,207**	**97,359**	**25,903**	**27,264**

Note: LT: Low Tension; HT: High Tension; EHV: Extra High Voltage; HW: House Wire; WW: Winding Wire; SSW: Stainless Steel Wire. Previous year / periods figures have been regrouped / reclassified, wherever necessary

1- Includes Export sale of trading Items of ₹32 million of FY 25 and ₹70 million H1 FY26

KEI Wires & Cables

Balance Sheet

INR Mn.

ASSETS	H1 FY26*	FY 25	FY 24
Non-Current Assets			
Fixed Assets	21,791	13,786	8,913
Other Non Current Assets	1,629	2,214	675
Total Non Current Assets	**23,420**	**16,000**	**9,588**
Current Assets			
Inventories	21,060	17,303	13,427
Trade Receivables	16,633	17,973	15,179
Cash and Bank Balances	15,994	19,153	7,006
Other Current Assets	3,373	1,917	1,365
Total Current Assets	**56,660**	**56,346**	**36,977**
Total Assets	**80,080**	**72,346**	**46,565**

EQUITY AND LIABILITIES	H1 FY26*	FY 25	FY 24
Equity			
Equity Share Capital	191	191	181
Other Equity	61,690	57,667	31,302
Non-Controlling Interest	-	-	-
Total Equity	**61,881**	**57,858**	**31,483**
Non-Current Liabilities			
Borrowings	-	-	-
Other Non Current Liabilities	1,935	1,008	769
Total Non Current Liabilities	**1,935**	**1,008**	**769**
Current Liabilities			
Short Term Borrowings	1,770	1,783	1,342
Trade Payables	10,772	7,792	10,079
Others - Current Liabilities	3,722	3,905	2,892
Total Current Liabilities	**16,264**	**13,480**	**14,313**
Total Equity and Liabilities	**80,080**	**72,346**	**46,565**

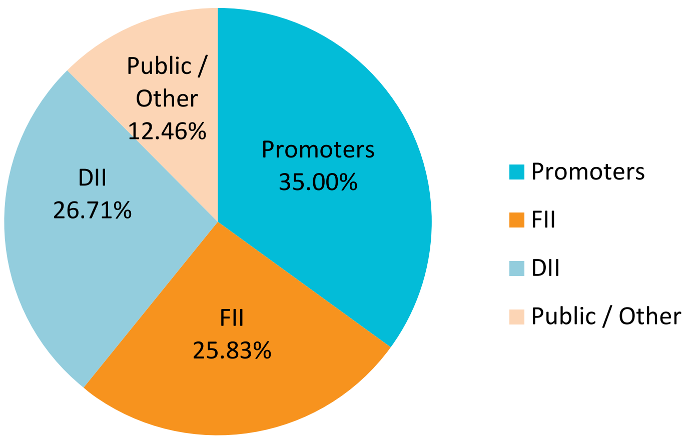
Previous Year's figures have been regrouped / rearranged, wherever necessary.

* H1 FY26 based on unaudited financials

Shareholding Pattern

Shareholding

Shareholding Pattern (as of 30th Sep, 2025)



Key Institutional Investors (as of 30th Sep, 2025)

Name of Shareholder	% Holding
KOTAK MAHINDRA TRUSTEE CO LTD	4.95%
MOTILAL OSWAL	4.51%
GOVERNMENT PENSION FUND GLOBAL	2.63%
CANARA ROBECO MUTUAL FUND	2.32%
SMALLCAP WORLD FUND INC	2.10%
HSBC MULTI ASSET ALLOCATION FUND	1.72%
AXIS MUTUAL FUND TRUSTEE LIMITED	1.72%
HDFC MUTUAL FUND	1.12%
INVESCO INDIA MANUFACTURING FUND	1.06%
EDELWEISS	1.08%
Morgan Stanley Investment Funds	0.76%
GOLDMAN SACHS FUNDS	0.53%
Others	28.04%
Total Institutional Holding	**52.54%**

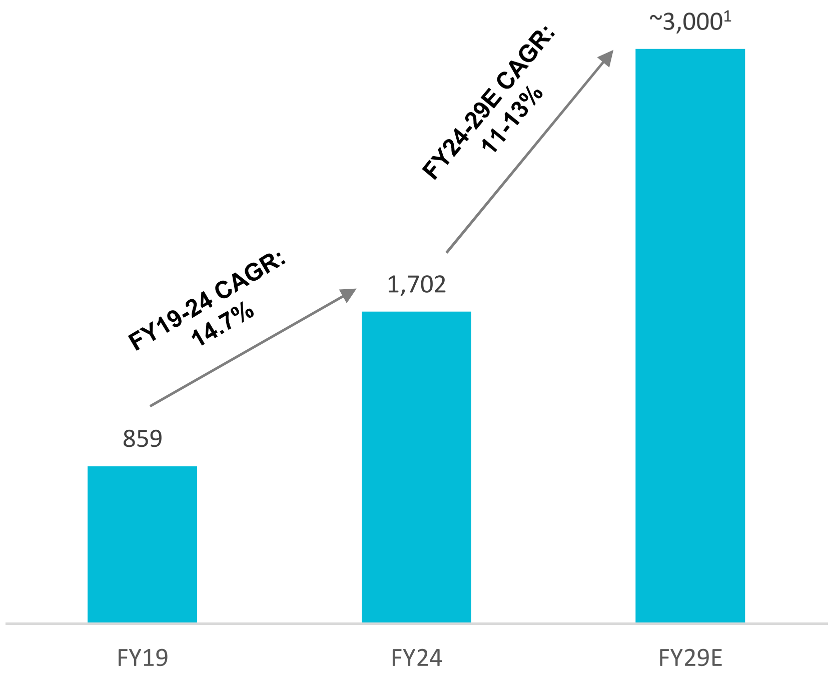
Industry prospects

KEI Wires & Cables

Industry Prospects

India Wires & Cables Market to Grow at 11-13% CAGR Between FY24-29E

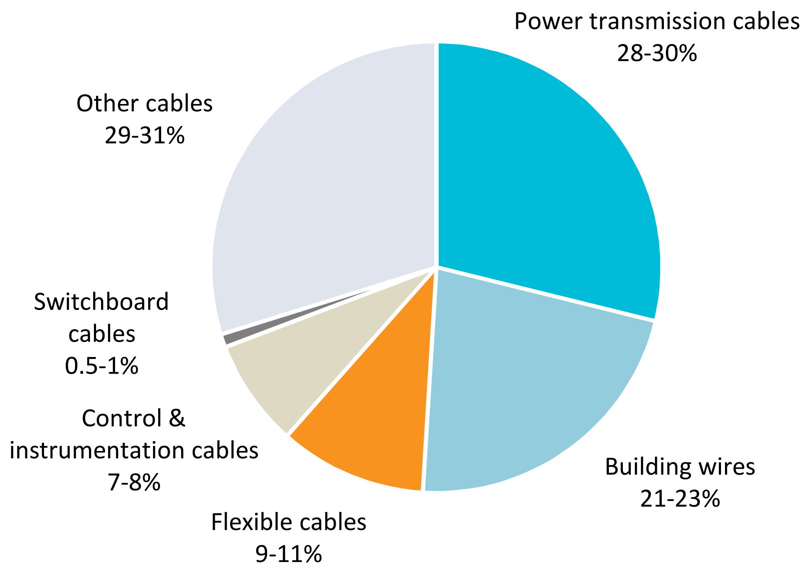
(INR Bn)



- Share of exports in overall wires & cables market has increased from 5% in FY19 to 10% in FY24
- Export market is expected to further grow at 10-11% CAGR between FY24-29E

Power Transmission Cables and Building Wires Contribute to ~50% of the Market

Segment wise split of cables and wires market (FY24)

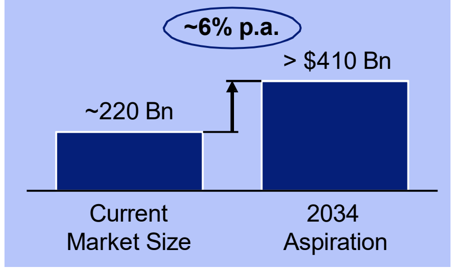


- High share of power transmission cables owing to favourable government initiatives in power segment e.g. rural electrification schemes, railway electrification, etc.
- Increasing construction spend in building segments coupled with growing FMEG industry is contributing to the demand of building wires

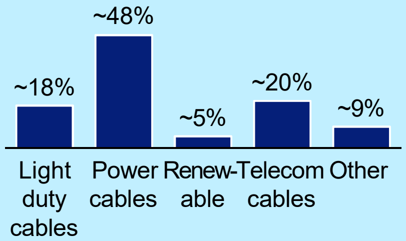
Source: CRISIL MI&A; 1. Mid point of INR 2,865 Bn and INR 3,135 Bn range

Executive Summary – Cables & Wires

Global market size



Key sub-categories



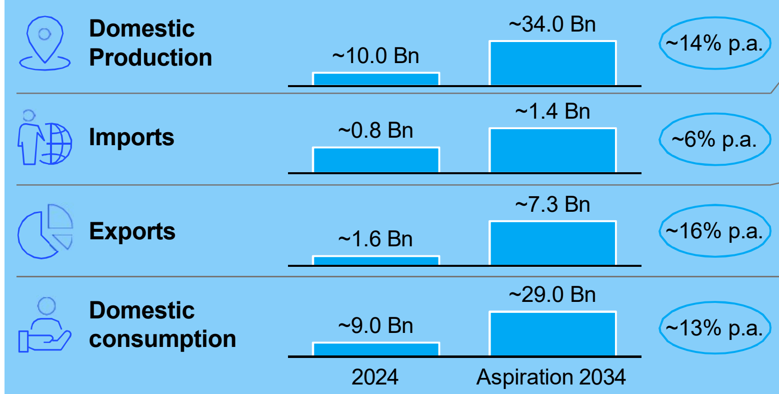
Trade

>70% | ~$160 bn in 2024

USA, Germany and Japan account for almost 35% of global cables & wires imports

China, Mexico, & the USA serve **>35% of the global supply**

India market opportunity & unlocks



Potential to almost 4X domestic production:
Focus on high-demand segments like power cables, building wires, renewable cables

Aspiration to reduce India's import dependence from ~10% to <6% by 2034 by:
Investing in precision manufacturing & improving electrical durability (e.g., thermal stability), co-creating product & quality standards with end-use industries like renewables, railways etc. & strengthening skill base with industry-led training programs

Increase India's share of global export pie from ~1% to almost 3% by 2034 by:
Investing in quality standardization & securing global certifications, strengthening trade marketing, improving cost competitiveness (e.g., 10-20% more expensive vs China now)

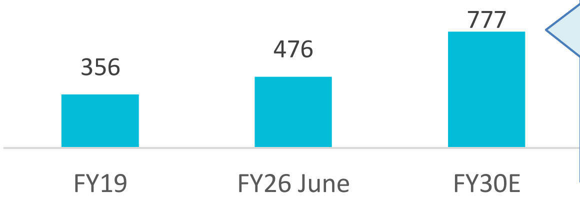
Domestic consumption is expected to exceed $29 Bn by 2034:
Driven by demand across categories like utilities, automobile, residential etc.

Key Growth Initiatives for Cables and Wire Industry

Higher Investment

- The nation plans to invest Rs. 9,15,920 crore (US$ 107 billion) by 2032 to develop additional transmission lines, supporting its goal to nearly triple its clean power capacity
- India's energy storage sector is poised to attract an investment of Rs. 4,79,000 crore (US$ 56.07 billion) by 2032, as per the India Energy Storage Alliance (IESA).
- India's thermal power sector is set to attract Rs. 2,30,000 crore (US$ 26.71 billion) in investments by 2027-28, with private players contributing around one third, supporting the addition of 80 GW capacity by 2031-32 and ensuring stable base load energy alongside renewable growth.
- India plans to double capex to Rs. 72,72,600 crore (US$850 billion) by 2030, with Rs. 25,66,800 crore (US$ 300 billion) directed to power and transmission, led by NTPC, Tata Power, and Power Grid Corporation.
- Over the next decade, India plans to invest Rs. 42,00,000crore (US$488.37billion) to upgrade its power sector—modernizing renewable energy, battery storage, and transmission networks to meet rising demand.

Installed capacity in India (GW)



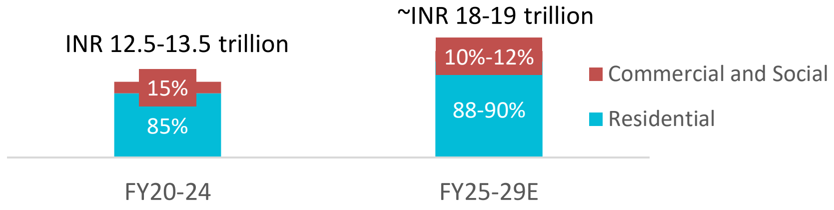
Growth on the back of healthy renewable (RE) capacity additions. By FY30, RE capacity is expected to account for **~64%** of the total installed capacity

- Multiple drivers (industrial expansion, growing per-capita incomes) are leading to growth in power demand .This is set to continue in the coming years.

- Shift to renewable energy sources, including wind and hydro energy are expected to drive demand of specialty cables

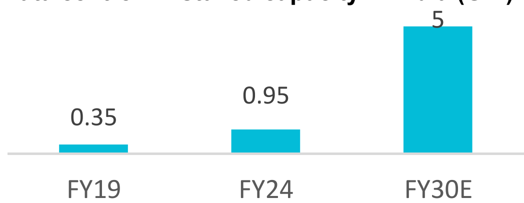
- Growing demand of cables and wires from building and construction sector – Growing demand of residential and commercial spaces and emergence of data centres and cloud computing represent key growth drivers

Total construction spends in building segment



- India, it is estimated, needs to invest US$ 840 billion over the next 15 years into urban infrastructure to meet the needs of its fast-growing population. This investment will only be rational as well as sustainable, if we additionally focus on long-term maintenance and strength of our buildings, bridges, ports, and airports.

Data centre – installed capacity in India (GW)



Nearly 5× growth vs 2023 driven by increasing data consumption, 5G rollouts & technology advancements (IoT, Big data, AI / ML)

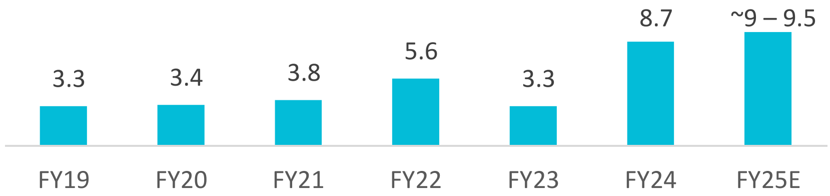
- Expansion of cloud and hyperscale data centres (AWS, Google, Microsoft, AdaniConneX, etc.)
- Digital India, 5G rollout, and AI/IoT adoption
- Increasing demand for edge data centres in Tier-2 & Tier-3 cities
- Supportive policies from MeitY & state governments (e.g., UP, Maharashtra, Tamil Nadu, Telangana)
- Investment estimates: ~₹ 40,000-45,000 crore (≈ US$4.8-5.4 billion) in FY26-FY27 for data-centre business

...Industry Prospects

Key Growth Initiatives for Cables and Wire Industry (cont'd)

- Renewable energy capacity expansion underscores the need for integrating storage elements:
  - ✓ Pumped hydro (also known as pumped storage plants or PSP) capacity additions of 8.5-9.5 GW over FY25-29E
  - ✓ Battery energy storage system (BESS) (aimed at storing renewable energy during off-peak hours of power demand to support peak supply), expected to add another 23-24 GW of capacity over FY25-29E, will further drive demand for cables and conductors
- Increased multilateral investments in power transmission projects

World Bank commitments in the segment ($Bn)

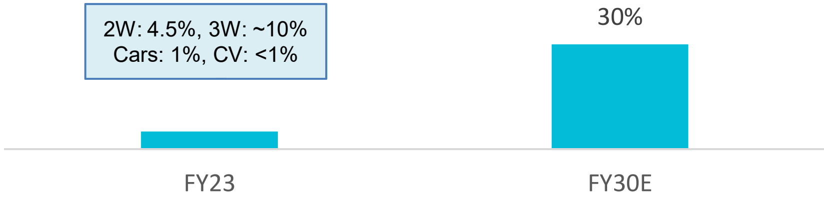


- GEC (Green Energy Corridor), dedicated infrastructure created to transmit power from renewable energy (RE) sources in states with high RE potential to drive growth at high voltage level
- Power sector to witness incremental power demand from railway electrification

Based on running track	FY20	FY21	FY22	FY23
Railway electrification	68%	74%	80%	87%

- Transition to electric vehicles (EV) to increase the demand for charging infrastructure which will in turn drive demand for cables and conductors

EV penetration in overall automobile segment



- ISTS network expansion to drive growth for transmission line and transformation capacity
  - ✓ Network expansion to entail an investment of INR 2.9 trillion over FY25-29E
- T&D losses have been on a declining trajectory (from 20.7% in FY19 to 12.5-13.0% in FY25E), to reduce further led by a host of infrastructural measures
  - ✓ Reduction of T&D losses to require upgrade of the transmission and distribution infrastructure, which in turn will boost the demand of conductors and cables
- Increased transmission line additions – total length of domestic transmission lines rose from 413K circuit kilometers (ckm) in FY19 to 486K ckm in FY24[1]
  - ✓ Robust generation capacity additions and government's focus on 100% rural electrification through last mile connectivity has led to extensive expansion of the transmission and distribution system

Source: CRISIL MI&A; 1. 220 kv and above transmission lines

Key Growth Initiatives for Cables and Wire Industry (cont'd)

- **India's National Electricity Plan (2022-32)**

  The National Electricity Plan (NEP) outlines India's strategy for power expansion over the next decade.

  Key targets include:

  - Peak demand forecast: 277.2 GW by 2026-27, 366.4 GW by 2031-32
  - Installed capacity target: 609 GW by 2031-32
  - Renewable energy goal: 500 GW of non-fossil fuel capacity by 2030
  - Investment requirement: ₹ 33.6 trillion (US$384.5 billion) over the next decade

- India has to enhance its infrastructure to reach its 2025 economic growth target of US$ 5 trillion.
- India has unveiled a comprehensive plan worth Rs. 9.15 lakh crore (US$ 109.50 billion) to enhance its power infrastructure and meet a projected demand of 458 GW by 2032
- India's commitment to renewable energy, with a target of 500 GW of non-fossil fuel capacity by 2030.
- The positive developments in the manufacturing sector, driven by production capacity expansion, government policy support, heightened M&A activity, and PE/VC-led investment, are creating a robust pipeline for the country's sustained economic growth in the years to come

KEI
Wires & Cables

Brand Recognition

Strengthening Brand Recognition

Partner

2009-2012

2013-2015

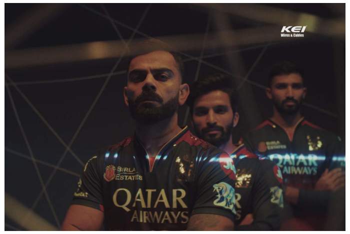
Wires & Cables Specialist

Jode Dilon Ke Taar

2016-2017

2019-2020

Har Tension Sahe
Chalti Rahe



IPL Sponsorship from FY 17 to FY 25

...Strengthening Brand Recognition

Highlights of Sports Sponsorship Activities

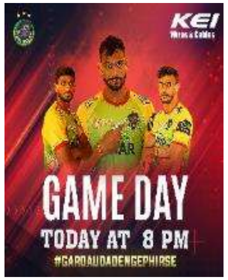
Title Sponsorship of Real Kabaddi League

On ground Activations

Tamil Thalaivas- Pro Kabaddi League


Jersey Sponsorships

Patna Pirates- Pro Kabaddi League



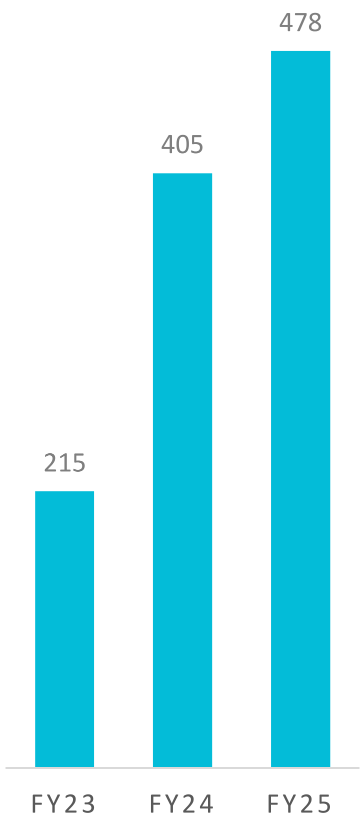
Jersey Sponsorships

Highlights of IPL Sponsorship Activities



Multi-pronged Approach to Further Strengthen Brand Positioning

Advertisement & Publicity expenses
(INR Mn.)



- Association with Rajasthan Royals in past and amplification via digital presence
- Meeting with channel partners
- IT app for connecting dealers, distributors, retailers and electricians
- TV advertisement
- Extensive retail branding around major festivals
- Inside metro station branding with Metro.
- Extensive participation in events & exhibitions (domestic & international)
- Train branding at Shiv Shakti Express and Shatabdi.
- Marked presence through outdoor campaigns.


KEI
Wires & Cables
ESG

Our ESG Journey

Capacity Building

- Multiple awareness sessions conducted covering factory personnel, HO Staff and suppliers

Materiality Assessment

- 20 relevant ESG topics identified
- Survey floated across all internal & external stakeholders
- 8 high priority material issues identified

Supplier Due Diligence

- Supplier Selection Criteria & Scoring
- Assessment bifurcated into Mandatory & Best Practices

Satisfaction Surveys

- Rating-based questionnaire developed
- Shareholder feedback which received an average rating of "Excellent"

ESG Disclosure

- Integrated Report
- BRSR Reporting with Scope 3 disclosures
- Reasonable Assurance on BRSR Core Indicators

Wires & Cables

...Our ESG Journey

8 High priority material issues covered in ESG

1. GHG Emissions & Climate Change
2. Product Stewardship
3. Natural Resource Management
4. Supply Chain Sustainability
5. Employee Development and Engagement
6. Occupational Health & Safety
7. Governance and Ethical Business Conduct
8. Transparency, Accountability and Reporting

49
Total Suppliers targeted

75%
of value chain[1]

43
Total Parameters covered in assessment

1. Assessment responses received from 49 suppliers, who cover 75% of the total supplier costs for the Company

Committed to Provide Environmentally Safe and Socially Responsible Workplace

Environmental Stewardship Initiatives

- ✓ Renewable Energy Utilisation to lower carbon footprint and reduce GHG emissions
- ✓ Ensuring environmental preservation by adhering to all compliances
- ✓ Implementing zero discharge facilities and rainwater harvesting across all units
- ✓ Air Quality Improvement by utilising natural gas for operations and conducting tree plantation drives around facilities to enhance air quality

Social Commitment

- ✓ Health and safety prioritised for both employees and product users
- ✓ Ensuring ESG compliance throughout the value chain
- ✓ ESG-focused training programme for employees

Governance Practices

- ✓ Manufacturing facilities certified with ISO 14001:2015, ISO 45001:2018, ISO 9001:2015
- ✓ ESG targets reviewed annually by Board

Wires & Cables

ESG Performance – Key Highlights

Environment

- ✓ GHG Intensity[1] for scope 1 & 2 emissions reduced by 4.8% in FY 24-25 as compared to last year.
- ✓ Reduction in energy intensity[1] by 9.89% in FY 24-25 as compared to last year.
- ✓ Renewable energy increased by 1.46% in FY 24-25 as compared to last year.
- ✓ Water intensity reduced by 15.71% in FY 24-25 as compared to last year.

Social

- ✓ Shareholder satisfaction survey rolled out for 1,64,459 shareholders
- ✓ Shareholders rated "Excellent" on Shareholder satisfaction survey
- ✓ 47.50% reduction in LTFIR for workers as compared to last year.
- ✓ Supplier Assessment conducted for 49 Suppliers
- ✓ Supplier code of conduct strengthened

Governance

- ✓ Materiality Assessment conducted
- ✓ Policies are aligned with NGRBC principles
- ✓ No cases of data breaches
- ✓ Strong oversight on ESG performance at board level

1. Intensity at per Million Rupee of turnover

Key ESG Initiatives undertaken

✓ **EV Forklifts for Material Handling**

Eliminates direct carbon emissions from fuel combustion, reducing Scope 1 emissions.
No exhaust emissions, leading to better air quality in production facilities.

✓ **Dedicated Power Feeder**

Minimizes transmission and distribution losses, ensuring optimal power utilization.
Reducing voltage fluctuations decreases downtime and enhances energy efficiency.

✓ **Dual Fuel DG Set with PNG (Piped Natural Gas)**

PNG burns cleaner than diesel, reducing CO_2 and other pollutant emissions.
Natural gas is often more economical than diesel, reducing operational costs.

✓ **Adoption of IE3 & IE4 Motors**

Reduces power consumption in key manufacturing processes such as extrusion, winding, and cutting.
Higher efficiency means reduced electricity bills and a lower scope 2 emissions.

KEI Wires & Cables

CSR

Our Social Responsibility – Partnering for Community Resilience

2021 2022 2023 2024

जीवन ज्योति संकल्प ज्योति स्वास्थ्य ज्योति SURAKSHA JYOTI

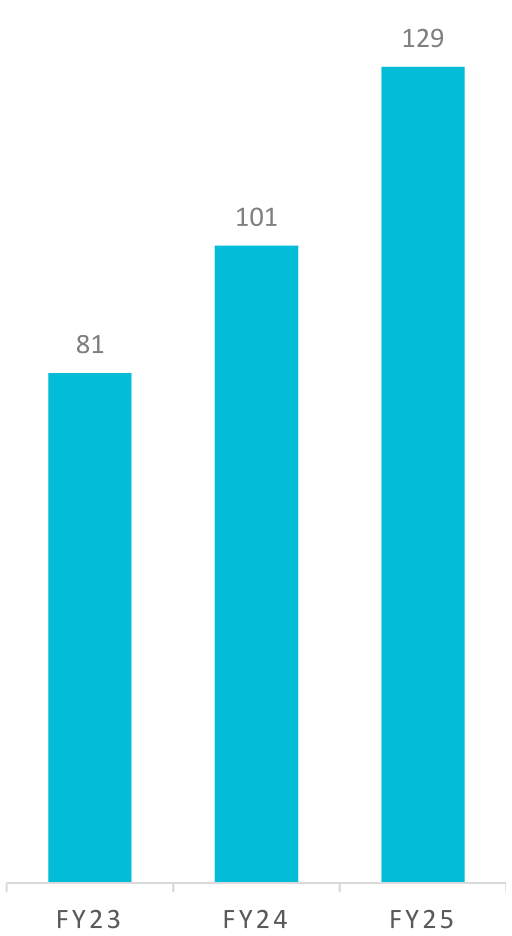
Swasthya Utsav focused on these three aspects

- Daily Safety
- Good Touch Bad Touch
- Physical Fitness & Self-Empowerment

- This year, we integrated all the elements from our past activities of the Jyoti Series and added new ones to give our activity a 360-degree approach
- The target group was directly reached through the Swasthya Utsav events organized by KEI for electricians and their families, held in multiple locations across India. Along with offering free health check-ups and consultations by experienced doctors, KEI facilitated the creation of ABHA Cards for the electricians and their families, integrating them into the healthcare ecosystem

...Our Social Responsibility – Partnering for Community Resilience

CSR Spend
(INR Mn.)



Swasthya Utsav – A Skill Development Program to nurture the mind, heart and skills of the children of electricians

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