AWARDED Superbrands INDIA Consumer Validated 2025-26

KEI®
Wires & Cables

HOUSE WIRES

Your Home's Guardian Angel!

HAR TENSION SAHE
CHALTI RAHE

Toll Free No: 1800 410 0000

www.kei-ind.com /keicables

MR. ANIL GUPTA
Chairman & Managing Director
KEI Industries Limited

CMD'S MESSAGE

KEI Industries, an Indian MNC founded in 1968, is a global leader in wire and cable solutions having an extensive range of world-class products an d services. With multiple robust & cutting edge manufacturing facilities and a vast network of more than 30,000 retail touch points, KEI serves clients in 60+ countries, establishing itself as a one-stop-shop for comprehensive wire and cable solutions. The company achieved a turnover of INR 11,748 Crore in the fiscal year 2025-26.

As the world faces the pressing challenges of global warming and climate change, KEI Industries is dedicated to leading the way towards a sustainable and a carbon-neutral future. Our dedication involves using clean gas and solar energy, alongside advanced air and water treatment systems, to eliminate hazardous chemicals and ensure a safe, sustainable environment. Our diverse array of products also reflects our strong commitment towards building an eco-friendly efficient surrounding. With an ongoing focus on innovation, KEI is positioned to lead in sustainability while meeting the demands of global consumers through using cutting-edge technologies, driving progress and setting new standards for environmental responsibility.

STATE OF THE ART MANUFACTURING 7 UNITS

BHIWADI
RAJASTHAN

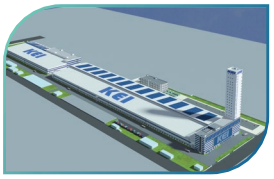
CHOPANKI
RAJASTHAN

PATHREDI-1
RAJASTHAN

PATHREDI-2
RAJASTHAN

RAKHOLI
DADRA AND NAGAR HAVELI

CHINCHPADA
DADRA AND NAGAR HAVELI

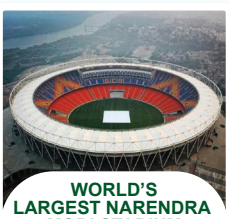


SANAND
GUJARAT

BUILDING THE NATION...! PRESTIGIOUS PROJECTS WIRED BY KEI

RAM MANDIR

WORLD'S TALLEST STATUE OF UNITY



WORLD'S LARGEST NARENDRA MODI STADIUM

PARLIAMENT OF INDIA

KONKAN RAILWAY PROJECT

INDIA'S LONGEST BOGIBEEL BRIDGE

BULLET TRAIN

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY

AIROLI-KATAI NAKA TUNNEL

MUMBAI COASTAL ROAD MEGA PROJECT

MUMBAI MONORAIL

MUMBAI NAGPUR SAMRUDDHI HIGHWAY

HEAT RESISTANT-
FLAME RETARDANT-
LOW SMOKE & HALOGEN
LEAD FREE
20% HIGH CURRENT CAPACITY
85°C TEMP MAX OPERATING
RoHS COMPLIANT
REACH COMPLIANT

CONDUCTOR: The conductors, drawn from bright electrolytic grade copper and annealed and bunched together.

INSULATION: The bunched conductors are insulated with specially formulated Heat Resistance Flame Retardant Low Smoke & Halogen Compound. During a fire situation, the FR-LSH compound restricts the spread of flame. The smoke emission is also minimal.

MARKING: The cables are printed with generic marking 'CONFLAME Green+'.

COLORS: Red, Yellow, Blue, Black, Green and Grey.

PACKING: 90 Meters (apprx.100 yards) pack in protective cartons.

conFlame® Green+

Heat Resistant - Flame Retardant
Low Smoke & Halogen- Lead Free

KEI's innovative offering Conflame Green+ is ideal for wiring solutions in multi-storied buildings, hotels, hospitals, commercial establishments and residential complexes. It is shielded by a specially formulated Heat Resistance flame retardant PVC compound. Conflame Green+ wire is made of sustainable material (RoHS & REACH compliant) and is lead-free, which makes it ECO-friendly. Even its packaging is made with recycled material, which is Bio-degradable. Conflame Green+ insulation retards spread of fire and emits minimum smoke and toxic gases, making it absolutely safe for both inside house and outside environment. So, give yourself the promise of security and supreme quality. Get KEI house wires and safeguard your home for life.

Test	Specification	Specified Values
Critical Oxygen Index	ASTM-D 2863	Minimum 31%
Temperature Index	ASTM-D 2863	Minimum 250 °C
Acid Gas Generation	IEC 60754-1	Maximum 20%
Smoke Density Rating	ASTM-D 2843	Maximum 60%

SIZE DIMENSIONS AND RATINGS

Nominal Cross Sectional Area of Conductor	Number/Nominal Dia of wires*[Nom.]	Thickness of insulation [Nom.]	Overall Diameter Max.	Current Rating		D.C Resistance [Max.] at 20°C
				Clipped Direct/Cable Tray	Conduit/Trunking	
Sq.mm	Number/mm	mm	mm	amps	amps	Ohm/km
0.75	24/0.2	0.6	2.8	10	9	26.0
1.00	32/0.2	0.6	3	16	14	19.5
1.50	30/0.25	0.6	3.4	21	17	13.3
2.50	50/0.25	0.7	4.1	28	23	7.98
4.00	56/0.3	0.8	4.8	38	31	4.95
6.00	84/0.3	0.8	5.3	48	40	3.30

*The number & diameter of conductor strands are for reference only and governed by conductor resistance.
*The above data is indicative only and may be revised without prior information. KEI will not be responsible for any damages arising out of incorrect application of its product.

banFire® - HFFR

Halogen Free-Flame Retardant

CONDUCTOR: The conductors, drawn from bright electrolytic grade copper and annealed and bunched together.

INSULATION: The bunched conductors are insulated with specially formulated grade of Halogen Free Flame Retardant (HFFR) compound is used. The insulation does not melt or drop in case of fire. The smoke emitted is transparent, non-toxic and minimal. The victims trapped in the fire do not suffocate and evacuation is convenient.

MARKING: The cables are printed with generic marking 'BANFIRE'.

COLORS: Red, Yellow, Blue, Black, Green and Grey.

PACKING: 90 Meters (apprx.100 yards) pack in protective cartons.

KEI Banfire is processed using a Halogen Free Flame Retardant compound (HFFR). The insulation is of superior quality, 100% PVC free and eco-friendly. In case of a fire situation, Banfire does not emit toxic or poisonous fumes, which enables safe evacuation. These wires are best suited for wiring in hospitals, hotels, business establishments and high rise buildings where fire can be determined. So, give yourself the promise of security and supreme quality. Get KEI house wires and safeguard your home for life.

HALOGEN FREE
FLAME RETARDANT
70°C TEMP MAX OPERATING
THERMOPLASTIC INSULATION
RoHS COMPLIANT
REACH COMPLIANT

Test	Specification	Specified Values
Critical Oxygen Index	ASTM-D 2863	Minimum 29%
Temperature Index	ASTM-D 2863	Minimum 250 °C
Acid Gas Generation	IEC 60754-1	Maximum 0.5%
Smoke Density Rating	ASTM-D 2843	Maximum 20%

SIZE DIMENSIONS AND RATINGS

Nominal Cross Sectional Area of Conductor	Number/Nominal Dia of wires*[Nom.]	Thickness of insulation [Nom.]	Overall Diameter Max.	Current Rating		D.C Resistance [Max.] at 20°C
				Clipped Direct/Cable Tray	Conduit/Trunking	
Sq.mm	Number/mm	mm	mm	amps	amps	Ohm/km
0.75	24/0.2	0.6	2.8	8	7	26.0
1.00	32/0.2	0.6	3.0	13	12	19.5
1.50	30/0.25	0.6	3.4	17	14	13.3
2.50	50/0.25	0.7	4.1	23	19	7.98
4.00	56/0.3	0.8	4.8	31	25	4.95
6.00	84/0.3	0.8	5.3	39	33	3.30

*The number & diameter of conductor strands are for reference only and governed by conductor resistance.
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conFlame® - FR-LSH

Flame Retardant Low Smoke & Halogen

CONDUCTOR: The conductors, drawn from bright electrolytic grade copper and annealed and bunched together.

INSULATION: The bunched conductors are insulated with specially formulated Flame Retardant Low Smoke Compound. During a fire situation, the FR-LSH compound restricts the spread of flame. The smoke emission is also minimal.

MARKING: The cables are printed with generic marking 'CONFLAME'.

COLORS: Red, Yellow, Blue, Black, Green and Grey.

PACKING: 90 Meters (apprx.100 yards) pack in protective cartons.

KEI's innovative offering Conflame is ideal for wiring solutions in multi-storied buildings, hotels, hospitals, commercial establishments and residential complexes. It is shielded by a specially formulated flame retardant PVC compound. During fire, ordinary PVC emits black smoke and toxic fumes which are acidic in nature. This impairs visibility and hampers rescue operations. Conflame insulation retards spread of fire and emits minimum smoke and toxic gases. Thereby reducing the risk of injury. So, give yourself the promise of security and supreme quality. Get KEI house wires and safeguard your home for life.

FLAME RETARDANT
LOW SMOKE & HALOGEN
PVC INSULATED
SINGLE CORE
UNSHEATHED
COPPER CABLES
(UP TO 1100 VOLTS AC)

Test	Specification	Specified Values
Critical Oxygen Index	ASTM-D 2863	Minimum 29%
Temperature Index	ASTM-D 2863	Minimum 250 °C
Acid Gas Generation	IEC 60754-1	Maximum 20%
Smoke Density Rating	ASTM-D 2843	Maximum 60%

SIZE DIMENSIONS AND RATINGS

Nominal Cross Sectional Area of Conductor	Number/Nominal Dia of wires*[Nom.]	Thickness of insulation [Nom.]	Overall Diameter Max.	Current Rating		D.C Resistance [Max.] at 20°C
				Clipped Direct/Cable Tray	Conduit/Trunking	
Sq.mm	Number/mm	mm	mm	amps	amps	Ohm/km
0.75	24/0.2	0.6	2.8	10	9	26.0
1.00	32/0.2	0.6	3.0	16	14	19.5
1.50	30/0.25	0.6	3.4	21	17	13.3
2.50	50/0.25	0.7	4.1	28	23	7.98
4.00	56/0.3	0.8	4.8	38	31	4.95
6.00	84/0.3	0.8	5.3	48	40	3.30

*The number & diameter of conductor strands are for reference only and governed by conductor resistance.
*The above data is indicative only and may be revised without prior information. KEI will not be responsible for any damages arising out of incorrect application of its product.

FLAME RETARDANT
LEAD FREE
RoHS COMPLIANT
REACH COMPLIANT
ANTI RODENT & TERMITE

homecab™-FR
Flame Retardant

CONDUCTOR: The conductors, drawn from bright electrolytic grade copper and annealed and bunched together.

INSULATION: The bunched conductors are insulated with specially formulated FR PVC compound with a high insulation resistance value. The insulation process is carried out on modern high speed extrusion lines, which ensures high accuracy and consistency in performance. Flame retardant properties enable the cable to withstand overloads. The insulation is resistant to boiling water, steam and vapors. This prevents ageing and cracking in kitchens, bathrooms, damp walls and chemical industries.

MARKING: The cables are printed with generic marking 'HOMECAB'.

COLORS: Red, Yellow, Blue, Black, Green and Grey.

PACKING: 90 Meters (apprx.100 yards) pack in protective cartons.

HomeCab is a multi-stranded flexible wire with flame retardant properties. It has specially formulated insulation with a high oxygen and Lead Free & temperature index, enabling the wire to withstand overloads preventing electric mishaps. So, give yourself the promise of security and supreme quality. Get KEI house wires and safeguard your home for life.

Test	Specification	Specified Values
Critical Oxygen Index	ASTM-D 2863	Minimum 29%
Temperature Index	ASTM-D 2863	Minimum 250 °C

SIZE DIMENSIONS AND RATINGS

Nominal Cross Sectional Area of Conductor	Number/Nominal Dia of wires*[Nom.]	Thickness of insulation [Nom.]	Overall Diameter Max.	Current Rating		
				Clipped Direct/Cable Tray	Conduit/Trunking	
Sq.mm	Number/mm	mm	mm	amps	amps	Ohm/km
0.5	16/0.2	0.6	2.6	4	4	39.0
0.75	24/0.2	0.6	2.8	8	7	26.0
1.00	32/0.2	0.6	3.0	13	12	19.5
1.50	30/0.25	0.6	3.4	17	14	13.3
2.50	50/0.25	0.7	4.1	23	19	7.98
4.00	56/0.3	0.8	4.8	31	25	4.95
6.00	84/0.3	0.8	5.3	39	33	3.30

*The number & diameter of conductor strands are for reference only and governed by conductor resistance.
*The above data is indicative only and may be revised without prior information. KEI will not be responsible for any damages arising out of incorrect application of its product.

KEI®
Wires & Cables

BRIDGING THE GAP ACROSS 60+ DIFFERENT COUNTRIES

THE POWER BEHIND THE POWER

Scan to reach other offices

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/keicables