

## **Paramount Cables launches India's first Lead-Free Wires**

**New Delhi, 27th April, 2010:** **Paramount Cables** the flagship brand of Paramount Communications Ltd, the Rs. 700 crore cabling major has launched **India's first Lead-Free wires**. These wires have been manufactured in **technological collaboration with AEI Cables** England, an European market leader since 100 years.

**Mr. Sanjay Aggarwal, Chairman & CEO, Paramount Communications Ltd.**, said: "Just like leaded fuel, leaded wires emit toxic invisible fumes that penetrate the human body and cause several health problems, including Cancer. Paramount Cables' lead-free wires are 100% non-toxic, ensuring the well-being as well as the safety of the residents. These wires are fire-retardant, i.e. in the event of a fire; the wires do not propagate fire."

With the on-order **heat-resistant option**, the consumer can be sure that the wires will not heat up, thus emitting virtually zero fumes. The **Lead-Free, Heat Resistant, Zero-Halogen, Low-Smoke (LFHR ZHLS)** option is environmentally friendly and is the most superior fire-performance wire in India. Paramount Cables also offers **LFHR Fire-Retardant, Low-Smoke (LFHR FRLS) wires**.

Paramount Cables manufactures these wires with the technological know-how of AEI Cables, which is a wholly-owned Paramount group company and a European market leader since 100 years. This ensures that Paramount's consumers get high-performance products at affordable prices. For instilling complete confidence of customers in Paramount's products, the company has extended an unparalleled 20-year warranty\*.

**Other building wire products:** Multi-Core Round PVC Insulated Copper Conductor Flexible Cables, Flat Three-Core PVC Insulated Cable for Submersible Pumps, Single-Core Copper Conductor Flexible Cables, CATV Co-Axial Cables 75 ohms and Telecom Cables. **Products conform to IS:694 specifications** and carry **Fire Insurance Approval** and **Tariff Advisory Committee** approval. The company is ISO 9001:2008 and ISO 14001:2004 certified..

## **About Paramount Cables**

Paramount Cables are manufactured with in-house process control and uses computerized electrical test set-ups for highest standards of quality control & comprehensive testing. Cables manufactured at Paramount conform to the most demanding Indian specifications including Bureau of Indian Standards (BIS), Indian Railway Specifications (IRS), Indian Telecom Department (ITD), Telecom Engineering Centre (TEC) and Engineers India Ltd. (EIL) and international specifications including International Specifications British Standard Specifications (BSS), American Standard for Testing Methods (ASTM), International Electro Technical Committee Specifications (IEC) and Vereingte Deutsche Elktrotechniker (VDE).

Paramount Cables caters to a wide range of industries with an equally wide range of technologically advanced cables, cords and wires for telecommunication, railways, space research, thermal & nuclear power plants, petrochemical, fertilizers, steel, electronics and various other industries. Paramount Cables boasts of a prestigious clientele that includes government, institutional and major private sector organizations, both national and international.

Paramount Communications Ltd. is listed on the BSE and the NSE and the group company Paramount Wires and Cables Ltd, it is one of the leading cable manufacturers in India. Paramount Communications Ltd. is the first Indian MNC in the cables industry after its acquisition of AEI Cables Ltd., U.K., in 2007. AEI Cables Ltd, established in the year 1837, is arguably the oldest cable manufacturing company in the world and has an impressive list of technological achievements to its credit.

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