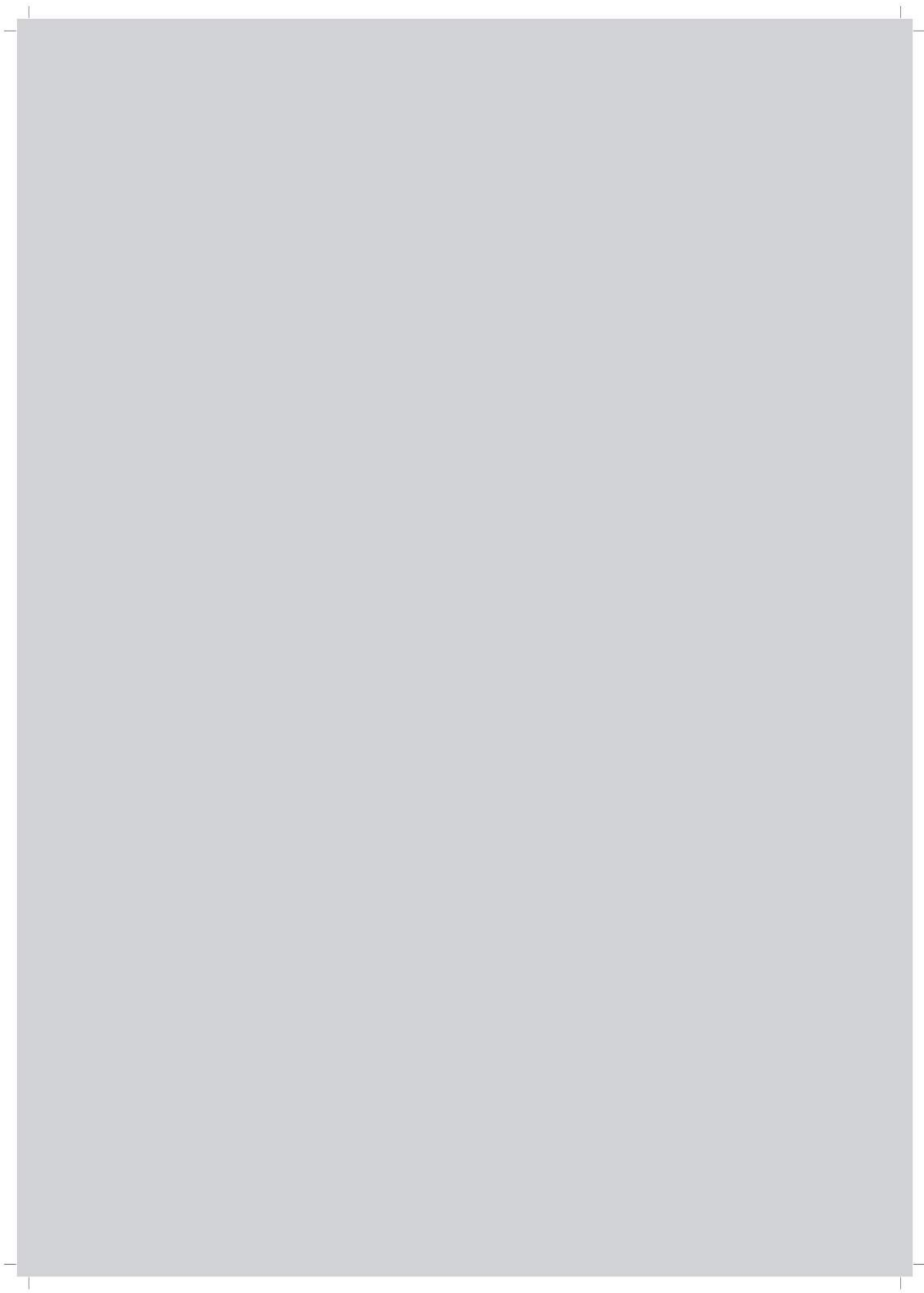


Introducing
Syska Wires...
kyunki,
wire *less* nahin
wire more.



 **SYSKA®**
LIGHT YEARS AHEAD
WIRES & CABLES





Mr. Govind Uttamchandani
MD, Syska Group



Mr. Rajesh Uttamchandani
Director, Syska Group

Friends,

It is with great pleasure and excitement that we venture into the world of wires and cables. Syska is a growing household name and we are only getting bigger and better. It is at this stage that we poise ourselves to lead the way into better wiring solutions for the country.

When we looked into the category of wires and cables, we wanted to ensure efficiency under the toughest conditions. Fluctuating electricity can cause wires to short circuit and start fires. We have developed flame retardant and flame retardant low smoke wires to reduce the chances of this happening.

Syska Wires do more than just carry a current; they ensure utmost safety, efficiency and durability in tough conditions. With more than 99.95% bare copper conductors, our wires offer high current carrying capacity, energy saving and high heat resistance. Syska Wires are Lead and Halogen gas free, RoHS compliant and utilise Indo-European Technology for increased shock resistance and uniform power supply. These properties make them far superior and extremely safe to use.

To cater to the anticipated demand we have invested Rs. 75 crores in the first phase for manufacturing various types of wires and cables. This would be in terms of setting up production facilities on 6 acres out of a total of 19 acres at Dharuhera–Rewari, Haryana, India. The area of the plant is approximately 1.50 lakh square feet and will employ approximately 300 employees in the first phase. This advanced facility contains the latest state-of-the-art machinery and, at present, are manufacturing 6-7 lakh coils a month in the first phase. The plant would produce over 15 lakh coils a month at full capacity.

Syska Wires will be available in the market through more than 600 distributors and over 1.1 lakh retailers across the country. The domestic house wire market in India is pegged at over Rs. 12,000 crores and has a low level of penetration by organised players. This is where we will hit and create a strong presence for Syska Wires.

Looking forward to a strong and connected tomorrow.



How it all began:

Starting with Guru Nanak Marketing, a company that was involved in the distribution of T-series Audio cassettes, CDs and audio video systems for Maharashtra, the SYSKA Group had only one thing to do: grow. Empowered by a strong vision and drive, the SYSKA Group grew and diversified into more branches such as Syska LED, Syska Personal Care, Syska Irons, Syska Wires & Cables and only continues to grow and dominate these markets. Over the years, the SYSKA Group has become a loyal, growth-oriented and high performing distribution partner for multiple renowned principal companies. As the SYSKA Group continues to grow and become a domestic leader, their eyes are set to the world as their presence grows in countries across the globe.

Shree Sant Kripa Appliances Pvt. Ltd

In 2006, the SYSKA Group set up its flagship company, Shree Sant Kripa Appliances Pvt. Ltd. Two decades later, the SYSKA Group is a name to be reckoned with in varied markets. And this is primarily because the group believes in pursuing perfection.



SYSKA LED

SYSKA LED is the flagship company of the modern, futuristic and exceedingly dynamic Shree Sant Kripa Group. At SYSKA LED we have a extremely focused mission: The creation of a sustainable environment by promoting and accelerating the adoption of energy-efficient and environment-friendly lighting solutions.



SYSKA Accessories

Today's world is connected and integrates devices into everyone's day to day life. SYSKA Accessories offers a wide range of advanced accessories that are tailor made to enrich your experience. From wireless speakers to headsets, SYSKA Accessories offer only the latest innovations of the highest international quality and ease of use.



SYSKA Personal Care Appliances

Crafted with the latest innovations in technology, the SYSKA Personal Care products have the best solutions for your grooming and hygiene needs. SYSKA Personal Care products are designed for ease of use and versatility. SYSKA Personal Care offers a wide range of personal care products for men and women providing hassle-free and efficient grooming for both genders. SYSKA Personal Care products give you the power to decide how you want to style yourself.



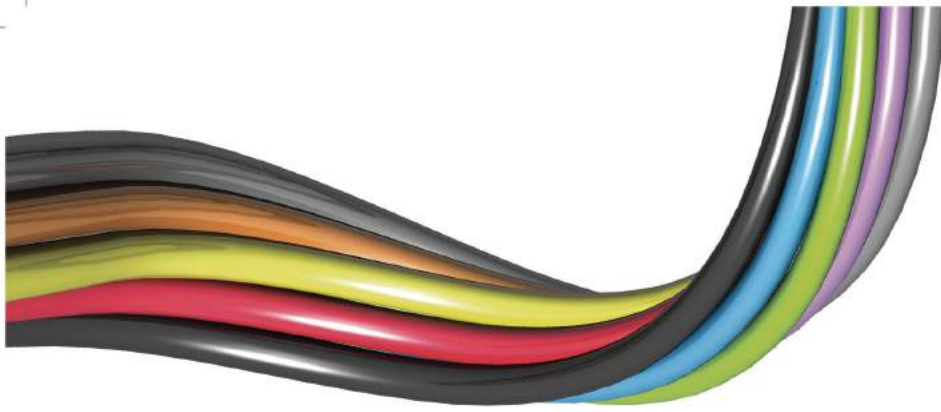
SYSKA Irons

Crafted with the latest advancements in technology, the SYSKA Iron products have the best solutions for your preferred look. Not only are they compliant with the highest global standards, they are easy to use and comfortable to hold. SYSKA Iron products are innovative and user friendly.



Syska Wires & Cables

Safe wires. Safe homes. When it comes to wires, safety becomes a priority. Syska's new range of wires gives you maximum security and peace of mind. Their high current carrying capacity comes with great flexibility. Made of high quality materials, they guarantee freedom from smoke, flame and halogen. In addition to this, they have glossy & smooth surface finish which makes conduit wiring easy and efficient.





Bunching machine used for bunching of drawn wires coming from the multiwire drawing machine.



Multiwire Drawing Machine: Drawing of 1.6 mm wire from RBD into 0.20 mm or 0.30 mm.

SYSKA - WIRED FOR GROWTH.

SYSKA has been a driving force in pioneering the LED Lighting revolution in India. Since then, the brand has grown from strength to strength finding universal acceptance. Today, SYSKA is a household name that stands for superior quality products. This has been possible only by ensuring that the best of industry practices are adopted, the finest training and expertise is imparted, world class equipment in manufacturing and quality control are used, and above all, the highest quality standards are adhered to and maintained in all processes. In continuance with the SYSKA commitment of bringing even more quality products to meet the growing needs of the market, SYSKA has commenced production and distribution of world class wires and cables.



Overview of Multiwire Drawing Machine.



Rod Breakdown Machine used for drawing of 8.0 mm copper rod into 1.6 mm wires.





WIRES AND CABLES: A GROWING MARKET

The wires and cables market has drastically evolved over the last 10 years. No longer are they simply related to electricity at home, but much more. With a growing domestic market, priority for infrastructure development and improved life-style, new opportunities have propelled the domestic wires and cables industry to new heights.

The industry has shifted from being a completely unorganised sector to an organised one. Consumers have become more and more involved and educated about their own safety and security of wires and which are the best solutions for them. Consumers turn away from wires of unknown sources and look to trusted brand names for their wiring needs.

Looking at this opportunity, Syska has ventured into the wires and cables with a single vision: to ensure that customers can buy better products with high technical specs at affordable rates. Infusing innovation and technology into their wires and cables, Syska Wires and Cables are made from more than 99.95% bare copper which is proven to be the best material as it allows for higher current carrying capacity. They have anti-termite and anti-rodent protection as well as shock resistant with future-ready Indo-European Technology.

Syska believes in enabling customers to make the right choices for their own safety and security. That is why they don't just go wire less, but wire more.



BENEFITS OF COPPER WIRES

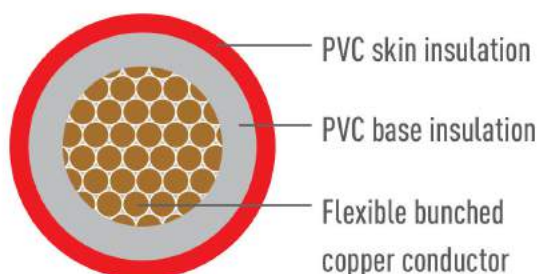
HIGHER EFFICIENCY. MORE SAFETY.

Copper is the best material to use when creating wires. Most manufacturers prefer copper to aluminium as it has many benefits over it. Here are some below:

- Copper has 60% greater current carrying capacity than aluminium and is therefore more efficient and since they are generally smaller in diameter, they are more flexible and can be manipulated more easily.
- Higher tensile strength means that copper wires are more resistant to physical damage and can be installed more easily, even when they are pulled.
- Copper wires have higher thermal conductivity which improves heat diffusion and reduces damaging hot-spot temperatures at terminations in busbars.
- Copper is able to transmit energy with almost no loss as they are manufactured with high purity electrolytic copper, which increases current carrying capacity.



WHY SYSKA WIRES AND CABLES ARE WORLD CLASS FR-LS



Each wire is manufactured using more than 99.95% pure, electrolytic grade, bright annealed bare copper with more than 100% conductivity for conductor. Highest purity and conductivity of copper ensures greater saving of electrical energy and thus helps to reduce electricity bills. The conductor is made of multiple strands of finely drawn copper wires thereby offering greater flexibility which makes these wires ideal for conduit wiring.

This PVC compound has Fire Retardant properties of high oxygen and temperature index. These properties help in restricting the spread of fire even at very high temperatures. This special compound also offers high insulation resistance and dielectric strength. Insulation is applied over the conductor by the process of dual extrusion using state-of-the-art extrusion lines. The outer skin determines the colour identification while the inner layer is pure insulation which provides extra protection. All wires are subjected to high voltage spark testing to make sure that there are no weak spots in the insulation.

TECHNICAL SPECIFICATIONS FOR SINGLE CORE PVC INSULATED UNSHEATHED CABLES

Basic Code	Nominal Conductor Area sq.mm.	Nominal Thickness of Insulation (mm)	Approx. Overall Dia (mm)	Current Carrying Capacity (amp) [#]	Resistance (Max.) per km @ 20°C Ω/Km
SYSKAWF...511001	0.5	0.6	2.2	3	39.00
SYSKAWF...511002	0.75	0.6	2.4	7	26.00
SYSKAWF...511003	1	0.7	2.7	12	18.10
SYSKAWF...511004	1.5	0.7	3.0	16	12.10
SYSKAWF...511005	2.5	0.8	3.6	22	7.41
SYSKAWF...511006	4	0.8	4.1	29	4.95
SYSKAWF...511007	6	0.8	4.7	37	3.30

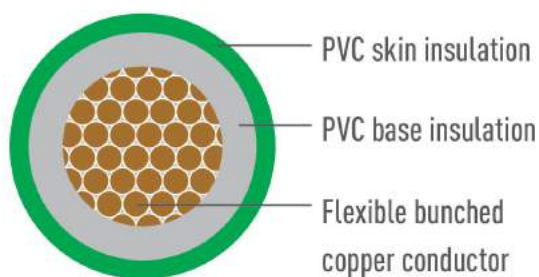
CONFORMING TO IS 694:2010. Conducted as per IS:8130/1964. [#]As per IS 3961 (Part-V)- 1968.

Strands/dia of each size are just reference. Resistance is the governing criteria for copper flexible cables.

...Fill the colour code i.e. RD = Red... / BK = Black ... / YL = Yellow ... BL = BLUE ... / GN = GREEN ... / WH = WHITE ... / GR = GREY ...

Note: Available in 90 metres & 180 metres & 300 meters length in packaging.

HR-FR-LS



This wire is suitable for power supply in places where extra fire safety and heat resistance is required like high rise buildings, malls, hospitals & subways.

Many thin strands of Electrolytic Copper are fine-drawn simultaneously for uniformity of Resistance, Dimension and Flexibility. The drawn strands are twisted in high precision machines and compacted. This not only imparts circularity to the bunched conductor but also prevents the tendency of the strands to separate and exert internal pressure on the insulation when the cable is bent during installation and usage.

Specially formulated Heat Resistant PVC compound is used. A rating of 105°C enables the cable to withstand overloads without compromising safety. "FR" property ensures the flame is not propagated. The insulation is resistant to boiling water, steam and vapors. This prevents ageing and cracking during usage in kitchens, bathrooms, damp walls, chemical industries etc.

TECHNICAL SPECIFICATIONS FOR SINGLE CORE PVC INSULATED UNSHEATHED CABLES

Basic Code	Nominal Conductor Area sq.mm.	Nominal Thickness of Insulation (mm)	Approx. Overall Dia (mm)	Current Carrying Capacity (amp) [#]	Resistance (Max.) per km @ 20°C Ω/Km
SYSKAWF...511001	0.5	0.6	2.2	3	39.00
SYSKAWF...511002	0.75	0.6	2.4	7	26.00
SYSKAWF...511003	1	0.7	2.7	12	18.10
SYSKAWF...511004	1.5	0.7	3.0	16	12.10
SYSKAWF...511005	2.5	0.8	3.6	22	7.41
SYSKAWF...511006	4	0.8	4.1	29	4.95
SYSKAWF...511007	6	0.8	4.7	37	3.30

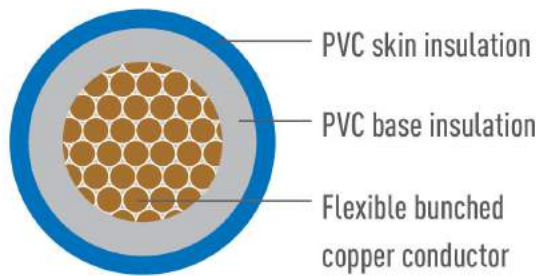
CONFORMING TO IS 694:2010. Conducted as per IS:8130/1964. [#]As per IS 3961 (Part-V)- 1968.

Strands/dia of each size are just reference. Resistance is the governing criteria for copper flexible cables.

...Fill the colour code i.e. RD = Red... / BK = Black ... / YL = Yellow ... BL = BLUE ... / GN = GREEN ... / WH = WHITE ... / GR = GREY ...

Note: Available in 90 metres & 180 metres & 300 meters length in packaging.

FR-LSH



Many thin strands of Electrolytic Copper are fine-drawn simultaneously for uniformity of Resistance, Dimension and Flexibility. The Drawn strands are twisted in high precision machines and compacted. This not only imparts circularity to the bunched conductor but also prevents the tendency of the strands to separate and exert internal pressure on the insulation when the cable is bent during installation and usage.

Specially formulated high temperature grade of Flame Retardant Low Smoke compound restricts the spread of flames in a fire situation. FR-LSH Cables produce very less smoke during burning as compared to general purpose cables. This ensures improved visibility for evacuation of trapped victims and facilitates fire-fighting operations.

Characteristics:

This cable doesn't generate black smoke and toxic fumes of hydrochloric acid gas.

It also suppresses the spread of fire.

Five characteristics of

- Less smoke
- Less hazardous gas generation
- Less rate of heat release
- Flame retardant
- Higher Di-electric strength

TECHNICAL SPECIFICATIONS FOR SINGLE CORE PVC INSULATED UNSHEATHED CABLES

Basic Code	Nominal Conductor Area sq.mm.	Nominal Thickness of Insulation (mm)	Approx. Overall Dia (mm)	Current Carrying Capacity (amp) [#]	Resistance (Max.) per km @ 20°C Ω/Km
SYSKAWF...511001	0.5	0.6	2.2	3	39.00
SYSKAWF...511002	0.75	0.6	2.4	7	26.00
SYSKAWF...511003	1	0.7	2.7	12	18.10
SYSKAWF...511004	1.5	0.7	3.0	16	12.10
SYSKAWF...511005	2.5	0.8	3.6	22	7.41
SYSKAWF...511006	4	0.8	4.1	29	4.95
SYSKAWF...511007	6	0.8	4.7	37	3.30

CONFORMING TO IS 694:2010. Conducted as per IS:8130/1964. [#]As per IS 3961 (Part-V)- 1968.

Strands/dia of each size are just reference. Resistance is the governing criteria for copper flexible cables.

...Fill the colour code i.e. RD = Red... / BK = Black ... / YL = Yellow ... BL = BLUE ... / GN = GREEN ... / WH = WHITE ... / GR = GREY ...

Note: Available in 90 metres & 180 metres & 300 meters length in packaging.



WHY SYSKA WIRES GIVE YOU MORE.

MORE ADVANCED

The very latest Indo-European Technology used in the manufacture of SYSKA wires and cables, safeguards users and the environment from harmful substances such as lead, mercury, cadmium and chromium. Being REACH & RoHS compliant, they reduce current leakage and protect expensive equipment from any serious damage. With HRFR insulation, you now get higher current carrying capacity and heat resistant properties suitable for operation at high temperatures. Environment friendly, high insulation resistance, RoHS compliance, anti-termite and anti-rodent features all make SYSKA the more effective choice.



RoHS Compliant
PVC INSULATED CABLES

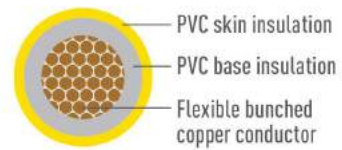
IS:694

CM/L: 9512410417

ISO
9001:2015

ISO
14001:2015

OHSAS
18001:2007



MORE SAFETY

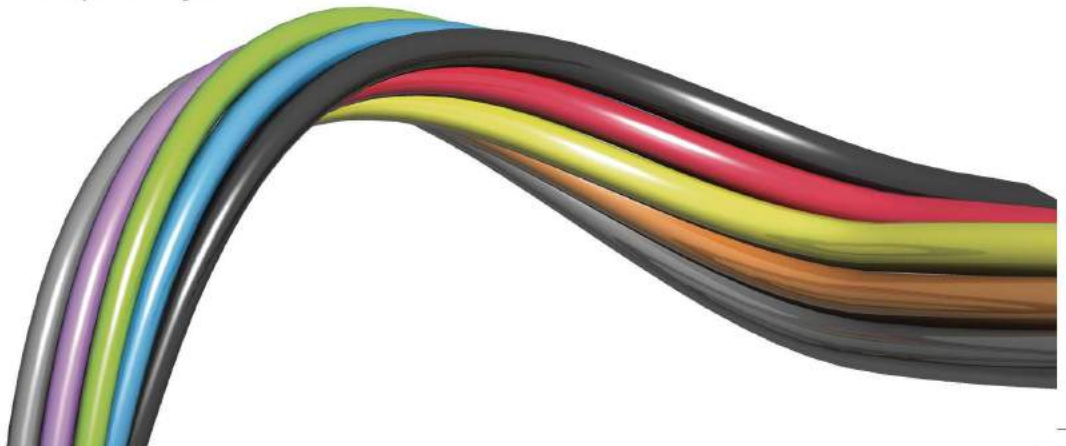
RoHS Compliant

The European Union has adopted a directive on the restriction of the use of certain hazardous substances in electrical and electronics equipment commonly referred to as Restriction of Hazardous Substances directive or RoHS. SYSKA Wires and Cables with Indo-European technology are certified for RoHS compliance as per directive 2006/95/EC. This ensures that release of hazardous substances is eliminated, providing safety for human health in a clean, non-toxic way.



HR – Heat Resistant

Whenever current flows, a certain level of heat is generated which can further increase, up to the melting temperature of the insulating material, increasing the threat of smoke or fire. SYSKA Wires and Cables offer insulation with (HR) Heat resistant along with Flame Retardant properties which are suitable for temperatures up to 85°C, while ordinary PVC is suitable only up to 70°C. Hence, SYSKA Wires and Cables are capable of carrying higher current, ensuring better electrical and mechanical performance at higher temperatures. HRFR is available from 0.5 sq. mm to 6.0 sq. mm in single core.





MORE ENERGY-EFFICIENT

Energy Saving & Higher Current Carrying Capacity: In every kind of wire and cable, there is some nominal leakage of current from the live conductor through the insulation. With inferior quality of insulation, this current leakage increases, making it unsafe with possible damage to equipment. With Low Leakage Current technology, SYSKA Wires and Cables have an allowable current-leakage limit that is 50 times lower than the prescribed international safety norms, making them MORE energy-saving, giving you up to 3% savings in consumption.

Nominal Area of Conductor	Leakage Current (m Amps)
0.5	0.008
0.75	0.009
1.0	0.009
1.5	0.01
2.5	0.011
4.0	0.013
6.0	0.015



MORE LIFE

More than 99.95% Bare copper conductor

The finest purity of Copper is used in SYSKA Wires and Cables. ETP/High grade copper which is 99.95% pure ensures maximum conductivity (IACS).



Voltage Drop Protection

The voltage from point of supply is always likely to drop by the time it reaches the receiving point. A High Voltage drop reduces the overall energy reaching your equipment, increasing consumption. SYSKA Wires and Cables have a sufficient conductor diameter to ensure low voltage drop resulting in higher efficiency while using your electrical gadgets.



Short-Circuit Protection

The most common fire-hazards are the occurrence of an electrical short-circuit. These could be set off by faulty wiring, cracked insulation due to poor quality, circuit-overload, defective connections at plugs, switches and cord-ends. SYSKA Wires and Cables ensure premium quality insulation and conductor characteristics, to prevent short-circuit and the resulting risks.



Increased Di-electric Strength

The magnitude of voltage endured by a test-piece of wire when a specified voltage is passed through it for a specified time-period, defines Di-electric strength. An increased Di-electric strength in SYSKA Wires and Cables offers better overall electrical characteristics.



Higher Heat Convection

Convection of heat is its ability to flow from a hot to a cool region. Lubricants such as wax are required to prevent PVC-melt from sticking to the hot extruder surface, ensuring a better heat transfer within the melt. Higher convective heat dissipation capability of Indo-European technology compounds, enables SYSKA Wires and Cables to carry more current under overload conditions.



Water Proof and UV Resistant

Poor construction may expose wires to moisture. Prolonged contact may cause degeneration of the wire's electrical and mechanical properties. When the cable polymer is exposed to UV radiation, it can cause damage like chalking, loss of impact or reduced tensile strength, among other chemical degradation. This significantly reduces the life of the Wires and Cables, even increasing the risk of electrical shock. With the innovative Indo-European technology, SYSKA has developed a high-quality thermoplastic insulation compound made of single carbon-bond polymer chain. This makes SYSKA Wires and Cables impermeable to ultraviolet (UV) radiation, chemicals and water, considerably enhancing the product life and safety of users.



MORE LIFE

Anti-Termite + Anti-Rodent

Pests like termites and rodents can cause extensive damage to electrical wiring installation channels, leading to short circuits, fire hazards, loss of property and risk to life. SYSKA Wires and Cables with Indo-European Technology provide insulation with termite and rodent-repelling qualities.

AVAILABLE IN FLAME RETARDANT (FR)
AND FLAME RETARDANT & LOW SMOKE (FRLS) VARIANTS.

FLAME RETARDANT (FR)

-  Flame Retardant
-  Lead Free
-  Energy Saving
-  More than 99.95% Bare Copper Conductor
-  High Fire Resistance Makes it Much Safer
-  Higher Current-Carrying Capacity
-  More Flexibility
-  Smooth Surface Finish for Easy Conduit Wiring
-  Anti Termite and Anti Rodent



Flame Retardant

Sq. mm 0.50 | 0.75 | 1.00 | 1.50 | 2.50 | 4.00 | 6.00

Colors      

Available in 90mtrs, 180mtrs and 300 mtrs

FLAME RETARDANT & LOW SMOKE (FRLS)

-  Flame Retardant
-  Low Smoke
-  Heat Resistant
-  More than 99.95% Bare Copper Conductor
-  Lead Free
-  High Fire Resistance Makes it Much Safer
-  Higher Current-Carrying Capacity
-  More Flexibility
-  Smooth Surface Finish for Easy Conduit Wiring
-  Halogen Gas Free
-  Energy Saving
-  Anti Termite and Anti Rodent



Flame Retardant Low Smoke

Sq. mm 0.50 | 0.75 | 1.00 | 1.50 | 2.50 | 4.00 | 6.00

Colors      

Available in 90mtrs, 180mtrs and 300 mtrs



SYSKA

CONNECTIONS

LOYALTY REWARDS PROGRAM

Syska Connections is a loyalty program set up exclusively for enrolled retailers and electricians to give back to them when their customers use a Syska Wires and Cables product.

Syska Connections make it easy for retailers and electricians to earn points and redeem them against a wide range of rewards from Mobile Recharges, Utility Payment to large appliances like Refrigerators, Washing Machines, Television sets etc. A loyal retailer and electrician with consistent and long-term association can also accumulate and redeem Automobiles like Cars & Bikes.

The technology used for this program is based on a patent pending loyalty engine which is fool-proof with a zero margin error giving complete peace of mind. The loyalty program can be accessed through the Syska Connections app and Syska's dedicated toll-free number thus including even those partners who has limited or no access to data phones/smartphones.

Syska Connections is integrated with a simple app based QR code & SMS based serial number to check the **authenticity** of a product that retailers or electricians are buying. This ensures that each and every customer gets the **best and assured quality** products to feel safe and secured at their home.

Syska invites all their partners to join them for this growth and just not sell wire less, but wire more.





Marketed By: SYSKA LED LIGHTS PVT. LTD.,
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