



RR Kabel brings brilliance home: Luminous Fans' makeover to RR Signature showcased in TVC campaign with #AapkeKaamKiBaat

~RR Signature Fans offer perfect home solution with 60% energy saving, RF remote, In-Built Stabilizer (100 to 300V) ~

National, April 18, 2024: R R Kabel Limited, one of India's leading wire and cable manufacturers, proudly announces the rebranding of Luminous Fans to RR Signature Fans. Coinciding with the onset of summer in India, RR Signature Fans introduce a 24-second TVC campaign with the hashtag #AapkeKaamKiBaat, highlighting their unparalleled features and benefits. These fans fall under the RR Kabel product portfolio, ensuring a seamless transition for customers while retaining the essence of quality and reliability associated with Luminous. This strategic move follows RR Kabel's acquisition of Luminous Power's home electrical business (HEB) in April 2022.

The acquisition of Luminous' HEB was a pivotal step for RR Kabel, aimed at fortifying its consumer electrical business. With a diversified portfolio encompassing fans, lights, and appliances, RR Kabel is poised to make significant strides in the premium segment of the industry. Luminous' HEB, renowned for its innovative designs and energy-efficient solutions, including star-rated premium designer fans, has paved the way for RR Kabel to expand its offerings and cater to the discerning needs of consumers in India.

RR Signature Fans, the latest addition to RR Kabel's portfolio, offer unmatched features. These fans are up to 60% energy-saving, feature an RF remote, and comes equipped with an in-built stabilizer, capable of operating within a voltage range of 100-300V.

To view the TVC, please visit: [YouTube](#) | [Instagram](#) | [Facebook](#) | [LinkedIn](#)

"We are excited to unveil RR Signature Fans as a testament to our commitment to innovation and excellence in the consumer electrical segment. Everyone has a different style, taste, and perspective, and when it comes to decorating homes, each individual loves to add their personal touch and express their unique sense of beauty. With this understanding, RR Kabel brings you an extensive range of RR Signature Fans, offering unparalleled features that cater to the evolving needs of our customers. Our innovative technology, combined with aesthetically pleasing design, allows you to decorate your home and experience the warmth of delight", said **Mr. Shreegopal Kabra, Managing Director at R R Kabel Limited.**

RR Signature Fans will continue to embody the legacy of Luminous, while leveraging RR Kabel's extensive resources and expertise to push boundaries and set new benchmarks in the premium fan segment.

About RR Kabel:

R R Kabel Limited is India's largest exporter of wires and cables, and spread across multiple business verticals including Fans, Lighting, Switches, Switchgears and Appliances. The Company offers a wide range of wires and cables for various residential, commercial, industrial, and infrastructure purposes and FMEG products. The company continues its mission to create quality products using the latest advances in wire design and engineering. The wires and cables have international product certifications and compliant with the REACH (Registration, Evaluation, and Authorization of Chemical



Substances) and RoHS (Restriction of Hazardous Substances) directives. The brand has also conducted extensive research and development to ensure its products adhere to global guidelines and standards.

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