

RR Kabel's latest campaign featuring Akshay Kumar urges consumers to choose safety with FIREX LSOH-EBXL wires

The campaign warns consumers against the dangers of toxic smoke

Mumbai, 22 August, 2024: R R Kabel Limited, one of India's leading wire and cable manufacturers, has launched its much-anticipated TVC campaign, **#FireSeJyaadaJaanleva**, starring Bollywood icon Akshay Kumar. This campaign, showcases RR Kabel's ongoing efforts to promote safety and awareness, underscores the critical importance of choosing high-quality wires for the safety of homes and families.

The new TVC, which has been rolled out across major television channels and social media platforms (Nationally), delivers a powerful message: the wires behind the walls of our homes are as crucial as the walls themselves. Featuring RR Kabel's innovative FIREX LSOH-EBXL (Low Smoke Zero Halogen) wires, the campaign highlights the often-overlooked dangers of toxic smoke emitted by regular PVC wires during a fire. While fire is indeed dangerous, the black, toxic smoke it produces can be even more deadly, a fact that RR Kabel aims to bring to the forefront of public consciousness.

Speaking on the launch of the TVC, **Mr. Shreegopal Kabra, Managing Director at R R Kabel Limited**, commented, *"Our goal with this campaign is to raise awareness about the critical need for choosing the right quality wires for your homes. We want to dispel the myth that fire alone is the main danger during an outbreak. In reality, it's the toxic smoke that poses the greatest threat to life. At RR Kabel, safety has always been our priority, and we continue to innovate to ensure our products meet the highest standards of protection."*

The **#FireSeJyaadaJaanleva** campaign is aligned with RR Kabel's brand proposition, 'Akalmānd Bano Sahi Chuno' (Be Wise, Choose Right), encouraging consumers to make informed decisions when it comes to the safety of their homes.

This **#FireSeJyaadaJaanleva** TVC campaign by RR Kabel reinforces the brand's dedication to building a safer future through their innovative solutions. It highlights the critical role that wires play, not just as an electrical necessity, but as a vital component in every household, ensuring safety both now and for generations to come.

To view the TVC, please visit: [YouTube Link](#)

<https://youtu.be/GaoBUcawOjs>

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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