

BHANSALI GROUP  
OVER  
**60** Years of Quality,  
Innovation  
and Reliability



You are always a winner with Bhansali quality.

 **Bhansali  
Cables & Conductors  
Private Limited**

# What is the Bhansali story?

What began over sixty years ago as a manufacturing unit for Zari, a type of thread made of fine gold or silver wire woven into fabrics, has metamorphosed into a group of companies that produce a most comprehensive range of cables and wires covering diverse segments.

Bhansali Cables & Conductors Pvt Ltd., was founded in 1987 as a **'boutique' cable manufacturer**. Today, the company's manufacturing facilities in Bhiwadi, near the national capital Delhi, produce a variety of specialised and custom-made cables and telecom products.

Our growth has been steady with our only ambition being to **stay ahead to service our customers** to their delight.



# What is the Bhansali philosophy?



The Bhansali philosophy is simple: **we will deliver, whatever required, where required, when required to the best of our abilities.**

We strive hard to produce quality products and continuous R&D efforts help us to keep ahead of the curve.

We learn from our failures and do not give up in the face of any hurdle be it in business or technology.

We do not compromise on matters of ethics and believe that relationships are more important than mere transactions.

In all that we do, our focus remains squarely on just one thing: our customer.

# What is the Bhansali advantage?

The advantage of working with Bhansali is that you enjoy the benefits of a large manufacturer with the plusses of a small organisation.

We are big enough to ensure best practices, right resources and business experience. Yet, we are small enough in terms of our client focus, entrepreneurial thinking and manufacturing flexibility.

Nothing is too small for us to overlook and there is hardly anything that is too large for us to handle.

So, choose Bhansali. **You will really be the winner with our quality.**



# The Bhansali product range

We produce a variety of cables and wires catering to a diverse user base. Our products have the requisite approvals and meet specified standards.

The list below is only indicative and not exhaustive by any means. In addition to these cables we can also manufacture cables to your special specifications.

Do get in touch with us for more details and technical parameters.

## Automotive

We provide automotive wires and cables that move the world, from primary wires and battery starter cables to sensor cables and ABS cables.

## Power

We manufacture premium quality power cables, Cu / Al Heavy Duty / Flexible / Armoured / Unarmoured / PVC / XLPE / FRPE / LSOH cables.

## Electronics

Our products fulfil wire and cable requirements of the electronics, sound and security marketplaces. We offer communications cables, hook-up wires, coaxial cables, microphone cables, computer cables and specially designed cables and wires for security systems, fire alarms and audio/video.

## Industrial

From power cables to instrumentation & control cables, Bhansali provides you with premier quality as per BS, BIS, IEC, AS/NZS and 300V and 600V instrumentation cables for all your applications. Offering the widest range of jacketing and insulating materials in the industry, our standard options include Elastomer, XLPE, EPR and PVC, shielded/un-shielded.

## Military

Bhansali offers military qualified wires and cables. We have a long and distinguished record of involvement in high-priority defence programs. Spanning all branches of the Armed Forces, Bhansali cables provide the "ultimate in protection" for power, control, signal and communications cabling solutions.

## Mining

From instrumentation and thermo-couple cables to industrial-grade power cables for mining applications, Bhansali is the one source for a range of cable constructions and engineered cabling solutions.

## Oil, Gas & Petrochemical

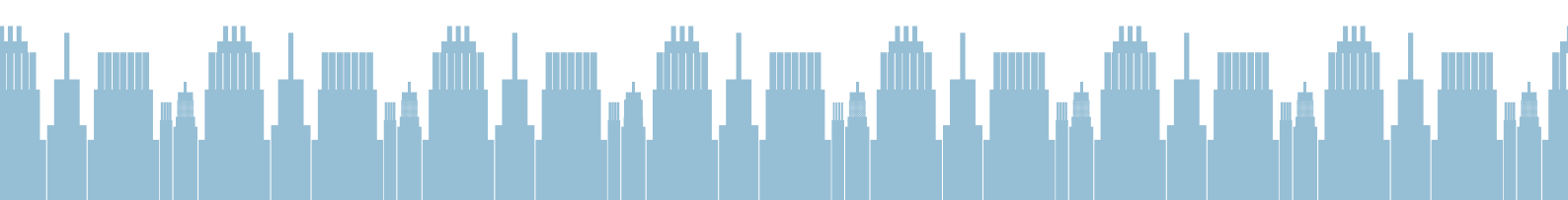
Bhansali manufactures industry standard performance cables for power, control and instrumentation cable in the hydrocarbon energy sector.

## Telecom

Bhansali's broad range of industry-standard outside plant wires and cable products ensure reliable, cost-effective performance. We provide air core, filled core and specialty wire products for aerial, buried and duct applications and various coaxial cables in 50/75/120/150 ohms. We also offer Digital Distribution Frame (DDF) with all accessories including RG/PCM cables, wire harness for PIU for GSM and CDMA cell sites. We cover almost all interconnect cables and cable assemblies for CDMA, GSM, broadband, WiMAX and power conditioning equipment.

## Transport (Air, Metro and Rail, Marine)

We offer a variety of transit cables with engineering innovation including low-smoke and zero-halogen options.

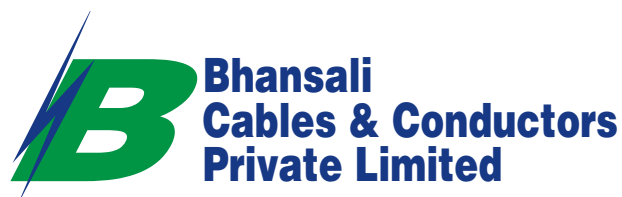


## Some Bhansali Customers

ABB • Alcatel • Alstom • Ascom • Bharti Airtel • Bose • BSNL  
Ericsson • Fujitsu • GTL • Marconi • Motorola • MTNL • Nelco  
NHPC • Nokia • NTPC • Reliance • Siemens • Simoco  
Tata Honeywell • Tata Steel • Tata Teleservices • Tyco Electronics

## Certifications

ISO 9001:2000 • ISO 14001:2004



### Marketing Office

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