



RR Kabel Debuts as Title Partner for the 8th edition of Filmfare Awards Marathi

~ The RR Kabel Filmfare Awards Marathi 2024 was held in Mumbai at the Mahakavi Kalidas Natyamandir on April 18, 2024. ~

Mumbai, April 19, 2024: R R Kabel Limited, one of India's leading wire and cable manufacturers, is delighted to announce its association as the title partner for the highly anticipated **8th edition of Filmfare Awards Marathi** held on **April 18, 2024**. The award ceremony took place in **Mumbai** at the **Mahakavi Kalidas Natyamandir** in Mulund. The event was poised to felicitate and pay homage to excellence in Marathi cinema, fostering talent within the industry.

Maharashtra being a key market for RR Kabel, the event served as a strategic platform for connecting with a vast network of audience in the region. While the RR Kabel Filmfare Awards Marathi 2024 celebrated and recognized the remarkable talents and exceptional achievements in Marathi cinema, this strategic partnership increased brand awareness and recognition for the Company through various promotional activities.

As the title partner of this prestigious event, RR Kabel had a significant advantage of amplifying reach in the regional market share.

Commenting on this significant partnership, **Mr. Shreegopal Kabra, Managing Director of R R Kabel Limited**, said, *“RR Kabel was honoured to be the title partner of the esteemed Filmfare Awards Marathi 2024. We believe in the power of storytelling and recognize the immense contributions of Marathi cinema in enriching our cultural heritage. This sponsorship aligns with our ethos of empowering communities, celebrating excellence, and showcasing the best talent in Marathi cinema.”*

Adding on, **spokesperson at Filmfare** said, *“We are thrilled to collaborate with RR Kabel for the 8th edition of the Filmfare Awards Marathi. The evening was a radiant celebration, highlighting the exceptional talent and artistry within Marathi cinema. This event was not only a joyous occasion but also a testament to our deepening relationship with the industry and its vibrant community. It proved to be an unforgettable night that honoured the enduring spirit of Marathi cinema.”*

Overall, the association between R R Kabel Limited and the esteemed Filmfare Awards Marathi 2024, enhanced the brand’s credibility in the regional market and established brand resonance.

About Filmfare

For over six decades, Filmfare has stood as the premier destination for ardent Bollywood enthusiasts. With a legacy spanning multiple formats, platforms, and experiences, Filmfare remains committed to keeping cinephiles informed and engaged with exclusive interviews, sophisticated photoshoots, behind-the-scenes stories, fashion coverage, insightful movie reviews, and compelling features. Capturing Bollywood's luminaries in their most colorful, candid, and captivating moments, Filmfare has become synonymous with excellence in Indian cinema. Its flagship property, the Filmfare Awards, established in 1953, stands as a prestigious hallmark, recognizing the industry's finest talent. In addition to its iconic ceremony, Filmfare has successfully expanded its reach to regional editions, honoring excellence in Marathi, Punjabi, Bengali, Tamil, Telugu, Kannada, and Malayalam cinema. In 2020, Filmfare further diversified its presence by venturing into the Indian OTT entertainment space,



cementing the iconic 'Black Lady' as the quintessential symbol of recognition across India's entertainment landscape.

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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