

RR Kabel Launches a Series of Future Ready Wires To Power the Homes of Tomorrow

India, 07th August 2025 – RR Kabel, a leading manufacturer of wires and cables in India, has announced a series of **next-generation** wire solutions crafted to address the evolving demands of Indian homes and infrastructure in an era marked by rising temperatures and increasing electrical loads. The new product line features **Flamex HR+FR**, **Superex Green HR+FR**, and **Firex LSOH-EBXL**—each engineered to deliver superior safety, performance, and sustainability across diverse applications.

“As homes grow smarter and temperatures rise due to global warming, wires must evolve too”, said Mr. Rajesh Kabra, Executive Director, RR Kabel. “Our new range is built not just for today’s demands—but to anticipate the challenges of tomorrow, from higher temperatures and heavier electrical loads to greater safety and environmental responsibility.”

Flamex HR+FR Wire

Engineered to excel in extreme heat environments, **Flamex HR+FR Wire** delivers 20% greater current-carrying capacity and operates safely at temperatures up to 85°C—15°C higher than standard FR wires. It combines **Heat Resistance (HR)** and **Flame Retardancy (FR)** for enhanced safety, while its flexible and ensures easy installation. Built-in **anti-rodent and termite protection** adds to its durability, making it the ideal solution for high-demand areas like utility spaces where both performance and protection are critical.

Superex Green HR+FR Wire

Integrating advanced **Heat Guard Technology** with stringent **REACH and RoHS compliance** (free of 245+ harmful chemicals), **Superex Green** stands out as one of India’s few eco-conscious wires designed for safety and sustainability. This **HR + FR wire** tolerates temperatures up to **85°C**, ensuring thermal resilience alongside electrical safety. Designed with **Advanced Class 2** conductor, it delivers improved mechanical durability and lower energy losses, making it suitable for high-load applications and long-term performance. Engineered with **100% Pure Electrolytic Copper** for superior conductivity, it also features **anti-pest protection** for long-term durability and a **unique green packaging** that reinforces its eco-friendly positioning. **Superex Green** is not just a wire, it’s a conscious choice by responsible citizens who prioritize sustainability without compromising performance.

Firex LSOH-EBXL Wire

Designed to meet the most rigorous demands, **Firex LSOH-EBXL wire** carries **2× the electrical load** of standard PVC wires and can withstand temperatures up to **900°C without melting**, due to its **Electron Beam Cross-Linking (EBXL)** technology combined with **Low Smoke Zero Halogen (LSOH) insulation**. In the event of a fire, it releases only **non-toxic, transparent smoke**, significantly aiding safe evacuation. With an advance **flexible conductor** design for easy installation, a **60+ year lifespan**, and built-in **anti-rodent and termite protection**, **Firex** offers unmatched safety and longevity. It is the ideal solution and meets the mandatory guidelines for **high-rise buildings, smart homes**,

hospitals, hotels and all public infrastructures where performance, durability, and fire safety is non-negotiable.

Common Value Proposition Across the Range:

- Engineered for higher heat tolerance and electrical load
- Built with 100% Pure Electrolytic Copper
- Certified as per **IS, REACH, RoHS, CE, CPR** standards and compliances.
- Anti-rodent and anti-termite protection

With these launches, RR Kabel continues its commitment to redefining safety, sustainability, and performance in the electrical industry.

About RR Kabel:

R R Kabel Limited is a leading consumer electrical company in India and has an operating history of over 25 years in the country. A globally respected conglomerate, with a presence in over 90 countries, RR Kabel is India's largest exporter of wires and cables, offering a wide range of electrical products including wires & cables, fans, lighting, electrical accessories, and appliances for residential, commercial, industrial, and infrastructural purposes. Committed to quality and innovation, the company's products adhere to global guidelines and standards, ensuring safety and reliability.

The company continues its mission to create quality products using the latest advances in wire design and engineering. The range of wires and cables have 50 national & international product certifications and are 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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