

RR Kabel Enhances the Darshan Experience at Lalbaugcha Raja This Ganeshotsav

Mumbai, September 18, 2026: RR Kabel, one of India's leading manufacturers of wires, cables and electrical solutions, is extending its commitment beyond powering homes and businesses with an on-ground activation at Lalbaugcha Raja, aimed at adding convenience to the darshan experience while encouraging responsible celebrations.

Located at the Navsachi Line Enclosure, RR Kabel has created a dedicated setup for devotees visiting Lalbaugcha Raja, this year. As part of the activation, visitors can access a mobile charging station, helping them stay connected during their visit. A selfie kiosk also gives devotees an opportunity to capture and share their moments with Bappa.

In line with its focus on encouraging responsible celebrations, RR Kabel has also set up plastic bottle collection booths, offering devotees a convenient way to dispose empty plastic bottles and contribute to a cleaner festival environment.

Commenting on the initiative, Mr. Rajesh Kabra, Joint Managing Director, RR Kabel, said, *"Lalbaugcha Raja brings Mumbaikars together in celebration, and we are delighted to be a part of this occasion. Through our initiative, we hope to add a little more convenience to every darshan while encouraging devotees to celebrate responsibly. At RR Kabel, we believe in powering not just homes and businesses, but also the moments that bring people together."*

Through this initiative, RR Kabel aims to create a more convenient and responsible experience for devotees while strengthening its connection with the city and its communities during one of Mumbai's most celebrated festivals.

About RR Kabel:

[R R Kabel Limited](#) is a leading consumer electrical company in India and has an operating history of over 26 years in the country. A globally respected conglomerate, with a presence in over 66 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 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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