



SURAKSHA ZINDAGI KI

NEC Group Press Release

Issued by Corporate Communications

Web: www.nityaelectricals.com

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Nitya Electrocontrol launches Electrical Safety Devices and Power Saving Wires for Household Purpose

Sonu Sood launches NEC's FMEG array at GridTech 2019, appointed as the Brand Ambassador

3rd April, 2019: New Delhi: Pioneering in the field of manufacturing electrical & Electronic equipments used by heavy industries, Nitya Electrocontrol Pvt Ltd showcased their upcoming products for household use like MCB, RCCB, Wires & Cables and Distribution Box in the ongoing GridTech 2019 at Pragati Maidan.

The product was launched by Bollywood Actor Sonu Sood who is also appointed as the Brand Ambassador.

With over 2 decades of experience, NEC started as a premier manufacturer of Industrial power equipments which now has also expedited into consumer FMEG's with an unmatched gamut of offerings known for their innovation, safety and quality. Promoting the PM's vision of Make In India, NEC is all set to invest a sum of Rs 200 crore for the next five years which will not only generate multiple employment opportunities but also ensure environment protection through clean and green energy.

"Ensuring complete electrical safety at households the products have been specifically designed using the advanced technology for various purposes. Consumers can choose from a wide range and variety of home cables available as per the functional need. Wires are drawn on Fine Wire Drawing Machines making use of high purity annealed copper that ensures uniform resistance, dimension and flexibility to prevent electrical leakage and save electricity." Said Mr. Prashant Srivastava, MD, Nitya Electrocontrols Private Limited.

The home cables include variants like Light duty cables and building wires with multi stranded copper conductor wires having flame retardant, low smoke and low halogen insulation properties.

"We are always committed to provide our consumers with the best, safe and advanced technology with a greater range of MCB's, RCCB's, Distribution boxes and Wires & Cables. Protection devices like MCB, RCCB, and Isolators are very essential parts of the electrical installation circuit to safeguard from any short circuit and overload. While MCB cuts off the main power supply preventing overload, RCCB provides protection against earth leakage in the circuit. Our strategy always aims to improve the product value and fulfill the highest expectation of best in class quality and services." Added by Mr. Prashant Srivastava, MD, Nitya Electrocontrols Private Limited.



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Known for its impressive distribution network, high quality product range, innovation and improved products, Nitya Electro Controls continues to be one of the leading Fast Moving Electrical Goods (FMEG) and industrial power distribution equipment manufacturer. With a strong global and PAN India presence the team at NEC always believes in creating good living for their consumers by offering the latest, imaginative & cost effective products without compromising on user safety and quality.

