

BCL/CS/19-20/

6 FEB 2020

BSE Ltd.
Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Building,
P.J.Towers, Dalal Street,
Fort,
MUMBAI-400 001
Company's Scrip Code: 500060

The Manager,
Listing Department,
The National Stock Exchange of India Ltd,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E),
MUMBAI-400 051
Company's Scrip Code: BIRLACABLE

Dear Sir,

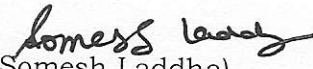
**Sub: Submission of Press Release pursuant to Regulation 30 of SEBI
(Listing Obligations and Disclosure Requirements), Regulations, 2015**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the copy of the Press Release issued by the Company after the Board Meeting held on 6th February, 2020.

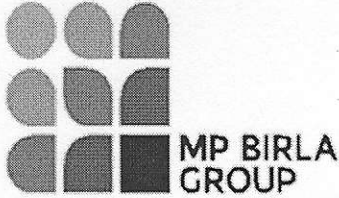
This is for your information and record.

Thanking you,

Yours faithfully,
for Birla Cable Limited


(Somesh Laddha)
Company Secretary

Encl: As above.



MP BIRLA
GROUP

Birla Cable Limited

Registered Office & Works:

Udyog Vihar, P.O. Chorhata,

Rewa – 486 006 (M.P.) India.

Tel: +91 7662 400 580 Fax: +91 7662 400 680

E-Mail: headoffice@birlacable.com; Website: www.birlacable.com

CIN: L31300MP1992PLC007190

Press Release (Q3, FY 2019-20)

6th February, 2020

Source: BIRLA CABLE LIMITED (BSE:500060 NSE: BIRLACABLE)

FINANCIAL PERFORMANCE FOR THE QUARTER ENDED 31ST DECEMBER, 2019 (Q3).

Birla Cable Limited, a Company belonging to M.P. Birla Group, today (6th February, 2020) announced its financial results for the Quarter ended 31st December, 2019.

Total Revenue from Operations for the quarter ended 31st December, 2019 is Rs. 4952.88 lakhs as compared to Rs. 14407.63 lakhs in the corresponding quarter of previous Financial Year 2018-19. Earnings before interest (finance costs), tax, depreciation and amortization (EBITDA) during the quarter ended 31st December, 2019 is Rs.362.37 lakhs as compared to Rs.2662.15 lakhs in the corresponding quarter of previous Financial Year 2018-19.

The perils of the domestic Telecom Cable Industry are still persisting in terms of very feeble requirement coming from the end users, coupled with tremendous pressure on price levels. The global market is also softened with reduced consumption especially due to down trend in Chinese markets. Although working capital pressure in the preceding quarter(s) is eased out to an extent of partial payment by BSNL, post Government revival package.

The Company despite the downtrend, focussing on manufacturing efficiencies coupled with introduction of speciality products to ward off the tough periods, which should last for some more time. However, the industry is definitely poised to take-up once the hurdles are resolved with the combined efforts of entire industry with able facilitation from the Government, which should auger well for the Optical Fibre Cable Manufacturing Companies.

For further information / details, contact Mr. Somesh Laddha, Company Secretary at headoffice@birlacable.com.