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Polycab Brings Its Brand Purpose to Life Through Culture-First, Hyperlocal Storytelling This Festive Season

Kolkata, 16 October 2026: Festivals come alive through the people who create them. From artisan workshops to local communities, their passion and craftsmanship form the foundation of every celebration. Honouring these unsung contributors, Polycab India Limited, India's No.1 Wires & Cables company, has partnered with RJ Praveen to spotlight a story that embodies the spirit of Durga Pujo while bringing alive its promise of India's Safe, Happy Connection.

The initiative reflects Polycab's belief that meaningful brand connections are forged not only through festive celebrations but by creating a tangible impact in the communities that make those celebrations possible. Through hyperlocal storytelling and cultural relevance, the brand continues to bring alive its promise of building India's Safe, Happy Connection.

For years, Polycab has engaged with communities during cultural celebrations through initiatives that celebrate local traditions, creators and communities. From festive engagements during Ganesh Chaturthi to regional influencer partnerships across markets, the brand has increasingly focused on creating experiences that resonate with local audiences while standing strong on its commitment to safety and wellbeing.

This year's Durga Pujo initiative takes that philosophy a step further. Behind every Durga idol is the craftsmanship of artisans whose workshops serve as the starting point of Bengal's most cherished festival. Recognising this, Polycab partnered with RJ Praveen to transform the workshop of the late Bablu Pal, supporting his wife Polly Pal as she works to preserve her family's artistic legacy and continue a tradition deeply woven into Kolkata's festive culture.

Overnight, the workshop underwent a comprehensive electrical upgrade, with ageing infrastructure replaced by Polycab Green Wires, switchgears, strip lights, ceiling fans and switches. The intervention not only improved safety and functionality but also created a brighter, efficient environment for the artisans whose work eventually becomes the centrepiece of Durga Pujo celebrations.

Through the transformation, Polycab sought to recognise an often-overlooked truth, before a festival lights up a city, it begins in the spaces where creators bring it to life.

video: https://www.instagram.com/reel/DeeXMw2qS5v/

Commenting on the initiative**, Shwetal Basu, Senior Vice President - Brand & Marcom, Polycab India Ltd., said:** *"At Polycab, we believe festivals offer an opportunity to contribute meaningfully to the communities that sustain it. Our partnership with RJ Praveen reflects our approach to purpose-led marketing, where local stories, community impact and brand values come together authentically. When we came across Polly Pal's journey of carrying forward her family's artistic legacy, we felt it was important to support the space where that legacy continues to thrive. By making her workshop safer and brighter, we are extending our commitment to electrical safety to the very heart of where Durga Pujo begins. This initiative embodies our promise of building India's Safe, Happy Connection, one community and one meaningful story at a time."*

As consumers increasingly seek authenticity and purpose from brands, Polycab continues to leverage local voices, cultural moments and community-led narratives to create meaningful engagement. Through collaborations with creators and influencers who hold strong local relevance, the brand aims to move beyond conventional festive marketing to drive tangible impact where it matters most.

The Durga Pujo initiative with RJ Praveen reflects this philosophy, celebrating not just the festival itself but the people, places and stories that make it possible. Because every celebration deserves a safe beginning.

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About Polycab:

Polycab India Limited (PIL) is India's largest manufacturer of Wires and Cables and one of the fastest growing FMEG companies with a consolidated turnover of ₹285+ Bn in FY26. PIL is at the forefront of providing innovative, safe and energy-efficient products to a diverse set of customers via a strong distribution network of 3,900+ authorized dealers and 190,000+ retail outlets. PIL's business operations span across India through 26 manufacturing facilities, 15 offices and 35 warehouses. PIL has also served customers in 94 countries globally. PIL's 4,500+ employees are dedicated to upholding robust governance practices, preserving a customer-centric culture, having a purpose to serve the communities, and imbibing a genuine sense of ecological consciousness.

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