



SCAN FOR LOCATION



group **AR**

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group **AR**

SINCE 40 YEARS  
**GIVING**  
**EXPERIENCE**  
**OF PERFECTION**

A R ELECTRO POWER PVT LTD  
A R ENTERPRISE  
ARETE ELECTRO POWER PVT LTD  
A R ONLINE ELECTRICAL PVT LTD  
INDISH ELECTRO POWER PVT LTD  
ASHISH CABLE CORPORATION  
LIGHT INSIDE

 arelectropower.in  
 arelectropowerpvtltd  
 arelectropower  
 www.arelectropower.com

ARETE  
POWER  
GROUP



## MESSAGE TO ALL **FROM CHAIRMAN**

Dear Friends,

Our journey over last 40 years has been an eventful because we have made immense progress from where we had started, in a small electric shop at Gandhi Road - Ahmedabad in 1984 for trading of electrical wires & cables. Today Group AR is one of the largest electrical product distributors with a comprehensive range of end to end electrical product solutions.

At Group AR our objective is to create value for those whom we serve. We have a strong commitment of treating our customers, suppliers, associates & team with integrity in a collaborative and dependable manner that results in personal growth and success for everyone.

We continue to expand our offering & reach. Our core competency is selling quality products, maintaining large inventories & ensuring timely deliveries and all this is possible because of technologies, processes & efficient team.

We are immensely pleased and humbled by the tremendous response we have received from our customers, which further inspires us to constantly set new benchmarks.

We Promise you to provide quality products & services at competitive prices.

Best Regards

**Mr. Ashish Shah**

**Chairman & Managing Director**



## ABOUT US AND **OUR TIMELINE**



The Foundation of Group AR was laid by late Shri R. M. Shah, by establishing Ashish Cable Corporation in year 1984. Mainly into trading of Electrical Wires & Cables at that time, Shri R. M. Shah's vision was to expand into distribution of other Electrical Products. With this vision & his perseverance, the group companies were established later.



Group AR has set new landmarks year on year. Today we are leading distributors of Electrical Products in Western India. Representing brands like **Polycab, L&T, Havells, Dowells, Schneider, Indish** & many more.

We feel pleasure to introduce our ambitious venture "Group AR" as an entity which takes care of every Electrical Product requirement of its esteemed clients across India as well as global markets. Since last few years Group AR has been venturing into new geographical arena & making utmost efforts to make the best deal available to its clients.

# INFRASTRUCTURE

**375 Crore**  
Group  
Turnover

**9000+**  
Customers

**8000+**  
Products

**170+**  
Man Power  
**20+**  
Vertical Heads

**50 Crore+**  
Inventory

**1,50,000**  
Sq.ft.  
Warehousing  
Space

**10,000**  
Sq. Ft.  
Office Space

**10**  
Branches/  
Showrooms

# JOURNEY

Mr. Ashish Shah  
Joined the group &  
AR Enterprise was established with  
the support of Polycab &  
Mr. Inder Jaisinghani (CEO, Polycab)

Ventured into lighting  
Business with  
**Light Inside** handled by  
Mr. Dhaval Shah

Started First Branch at  
Udaipur, Rajasthan

Started Second Branch at  
Indore, Madhya Pradesh

Started Electrical Contracting  
and Solar Contracting Division  
(EPC) with new Company  
**Arete Electro Power Pvt. Ltd.**

Life Style Home Automation  
Experience Centre  
Opened started Forth Branch  
at Baroda, Gujarat

Ventured into mfg. of  
**Cable Tray** at Moraiya  
with **Indish Electropower Pvt Ltd**

1984

Founded by **Mr. R. M. Shah** with  
retail outlet for distribution of  
electrical cables and wires at  
**Gandhi Road, Ahmedabad**

1998

2003

Started  
**A.R. Electro Power Pvt. Ltd.**  
with distribution of  
**Polycab Products** across Gujarat.

2004

2007

Started Distribution of  
other electrical products  
like **MCB, Switches, Electrical Motors,**  
**PVC Pipes, Switchgears** etc.

2011

2017

Ventured into **e-commerce** business  
with own portal  
**www.theelectriconline.com**  
and selling on the market place with  
new company  
**A R Online Electricals Pvt. Ltd.**

2018

2019

Opened  
**Exclusive Polycab Showroom**  
at **Gandhi Road, Ahmedabad**

2020

2021

Started State of the Art  
Office cum Warehouse at **Moraiya**  
Started **third Branch** at  
**Surat, Gujarat.**

2022

2023

Addition of Export Vertical  
(With Special Focus on  
**Middle East & Africa**)

2024

## HT/LT Cables & Wires

We sell a diverse range of POLYCAB Make wires & cables and our key products in the wires and cables segment are

- HT & EHV Cables
- Single Core & Multi Core Flexible Cables
- Communication Cables
- Power Cables
- Communication Cables
- Control Cables
- Submersible Flat & Round Cables
- Instrumentation Cables
- Solar cables
- Rubber Cables
- Building Wires
- Railway Signaling Cables
- Green Wires
- Any Special type of Cables



## HT/LT Industrial Switchgears

- ACB in 3 & 4 Pole, MDO & EDO, Thermal magnetic, type & Microprocessor Based.
- MCCB in 3 & 4 Pole Thermal Magnetic type & Microprocessor based.
- SFU with fuses in open execution & SS Enclosure Versions. - MPCB
- Changeover Switches in Open execution & SS Enclosure Versions.
- Automatic Transfer Switches.
- Power Constructors 3 & 4 Pole, Overload, Digital Protective & Contractor Relays.
- Power Capacitors & Capacitors Duty Constructors, APFC Relays.
- Panel Accessories & Meters.



## Cable Trays

- Perforated & Ladder Cables Trays with GI, Hot Dip GI and Powder Coated Finishing.
- Under Floor Raceways & Junction Boxes with Covers with GI, Hot Dip GI and Powder Coated Finishing.
- Cable Tray Accessories : Horizontal & Vertical Bends, T & Square Junctions, Reducers, Tray Clamps & Supports, Fishing Plates & Others.



## Cable Accessories

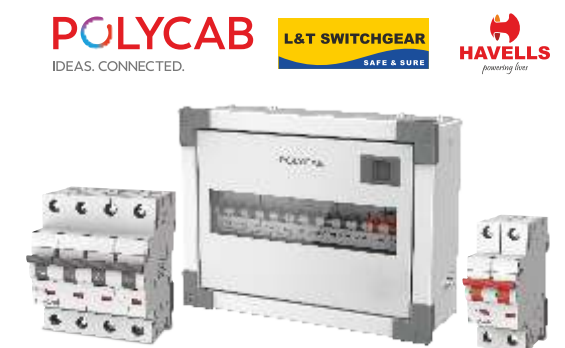
### (Lugs / Glands / Jointing Kits)

- Cables jointing kits & accessories plays important role in power generation, Distribution & Transmission
- Extensive range of Cables jointing kits & accessories of leading Brands "Dowells" is available ready stock



## Distribution Products

- MCBs (10kA/6kA) & Isolators, Changeover MCBs.
- ELCBs / RCCBs / RCCBOs
- Distribution Boards (DBs), Single / Double door, SPN & TPN



# PRODUCT RANGE

## Modular Wiring Accessories

- L&T ENTICE, ENGEM, ENGLAZE, ORIS, Modular Switches
- Crabtree Modular Switches - Verona / Athena / Murano / Amare
- POLYCAB : Levana, Eтира Modular Accessories
- HAVELLS & REO Modular Accessories



## Conduits Pipes & Fittings

- Polycab Conduits Pipes & Fittings are manufactured in accordance with the Indian Standards. Conduits & Fittings are Durable, High Impact Resistant, Corrosion Free, Fire Retardant and Resistance to Fungal attacks.

Thermal Resistant from - 5°C to + 60°C

Available in three colours :  
Black, Ivory, Grey



## Fans & Appliances

- Premium & Super Premium Ceiling Fans
- BLDC Fans
- Economy Ceiling Fans
- Table Fans
- Pedestal Fans
- Wall Fans
- Industrial Air Circulators - Wall / Pedestal
- Exhaust Fan : Plastic / Metal / Industrial

Appliances :

Water Heaters, Room Heaters, Room Coolers, Immersion Rods, Irons



# SMART HOME AUTOMATION SOLUTION



Group AR provides high-end automation and integration consultation with the utmost precise understanding of the client requirements. We take into consideration their actual needs for which we invest enough time in counseling to figure out the problems they are facing which they want to be attended to by automation and, we also take their interior designs and budget into consideration before giving them the final solution.

We deal in multiple brands like **OOB, Havells, Vavis, Rako, RTI and Elan**, which have unique offerings and some of them are showcased in our experience center for clients' better understanding. We deal in brands that are quick with their services, are durable, and most importantly offer optimum warranties.



## SOLAR PRODUCTS & SOLAR EPC

**POLYCAB**

IDEAS. CONNECTED.

**Panasonic**  
ideas for life

Group AR always advocates the use of Solar Power to address energy demands, EPC Division of Group AR also offer total solution for the solar projects on Engineering, Procurement & Construction (EPC) basis. With systems and infrastructure in place we are confident to increase our presence and cater to any demand in India.

Group AR's current focus is on the distribution of all Solar Photovoltaic System. Our main asset is more than 500+ solar consumers that build our foundation in the PV sector.

We always considers our customers as partners, allowing us to assist them in optimizing their purchase without sacrificing the quality. For a brand perspective, we prefer being more reliable and offering the **finest quality of consumer products**. As a result, we collaborate with well-known brands like Polycab, Havells, L&T, Schneider & Dowells.

### Solar Product Range at Glance

- Solar DC Cables
- Solar DC MCB
- Grid Tie Solar Inverter
- PV Module
- Cable Harness
- Off Grid Inverter
- Lugs Glands
- Jointing Kits



## ELECTRICAL TURNKEY SOLUTIONS (EPC)



The Group AR Power division is undertaking total turnkey solutions from the concept to commissioning for the Electrical, ELV, CCTV & Data-Voice Networking, Fire Alarm System & FFS Solutions on Engineering, Procurement and Construction (EPC) basis. The various Process Industries, Manufacturing Units and Utility Process Plants are our expertise fields to serve our experienced services. In addition to that, we have started to provide turnkey solutions for the Residential & Commercial Infrastructure, Independent Villas, Offices, & Resorts.

- HT / LT Electrical SITC Works
- ELV, Access Control System, Networking & Data Centre Solutions.
- Electrical Panels, Transformer, DG & CSS Supply and Installations.
- Home Automation, Lighting Automation, Cloud Video Conferencing, HD Video Conferencing System and Solutions.
- Internal & External Lighting Solutions.
- HD Video Conferencing System and solutions.
- UPS & Stabilizer System Solutions.
- Fire Alarm & Smoke Detector System, PA System, Sprinkler System
- Factory Maintenance and Shutdown Works



## E-COMMERCE WEB PORTAL



At "theelectriconline", We offer an amazing experience of buying Electrical Products Online. The Electric Online will act as a gateway for people across the India to make these transactions at the click of a Button. We deliver simplest procedure of buying electrical products where you will experience Hassel-free shopping that ultimately saves your Time, Money & Energy. All major brands we available at www.theelectriconline.com. Our Product categories included Electrical Switches / Fan / Geyser / Air Purifier / Water Purifier / Home.

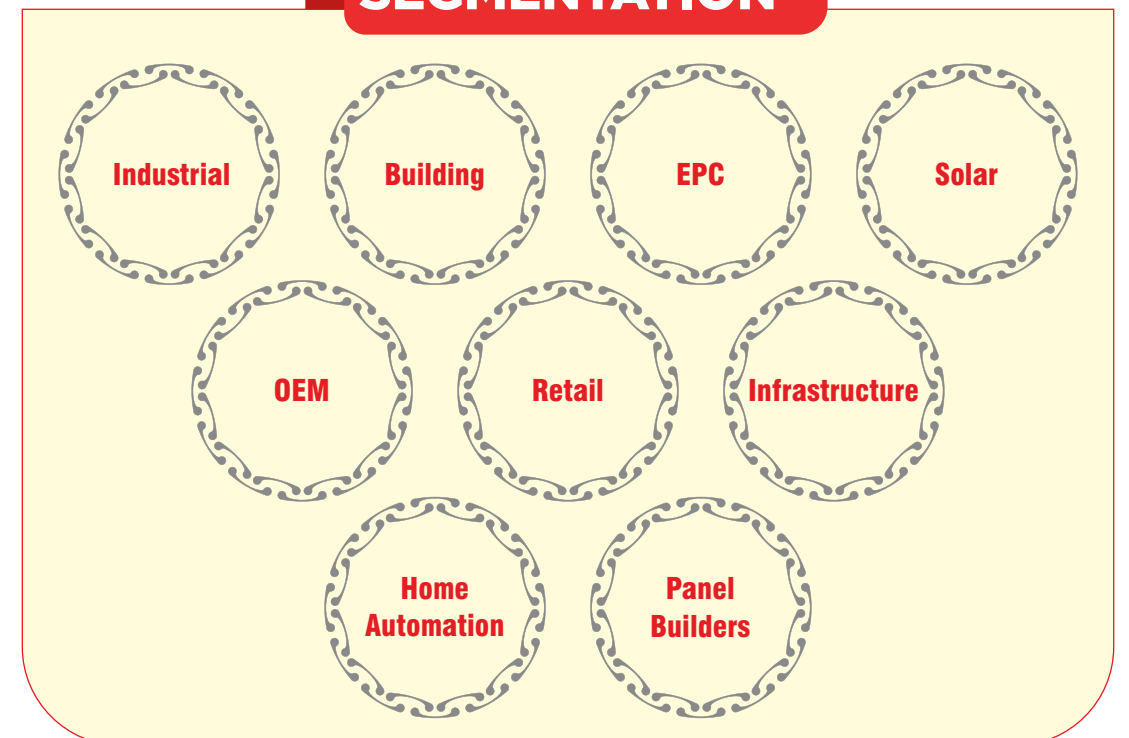
Appliances / Personnel grooming and many more. We are committed to provide each customer with the highest standard of customer service. All our products are 100% Autoentic and Genuine.

- More than 60 Brands & 7000+ Products.
- Cash on Delivery
- Users can make Online Payment
- Easy "Search" option available to Buy
- Users can login with Facebook or Google+
- Easy to Purchase all Products from Mobile / Tablet Devices.
- Chat Option to talk our Customer Care Directly at any time.

## SATISFIED CUSTOMERS



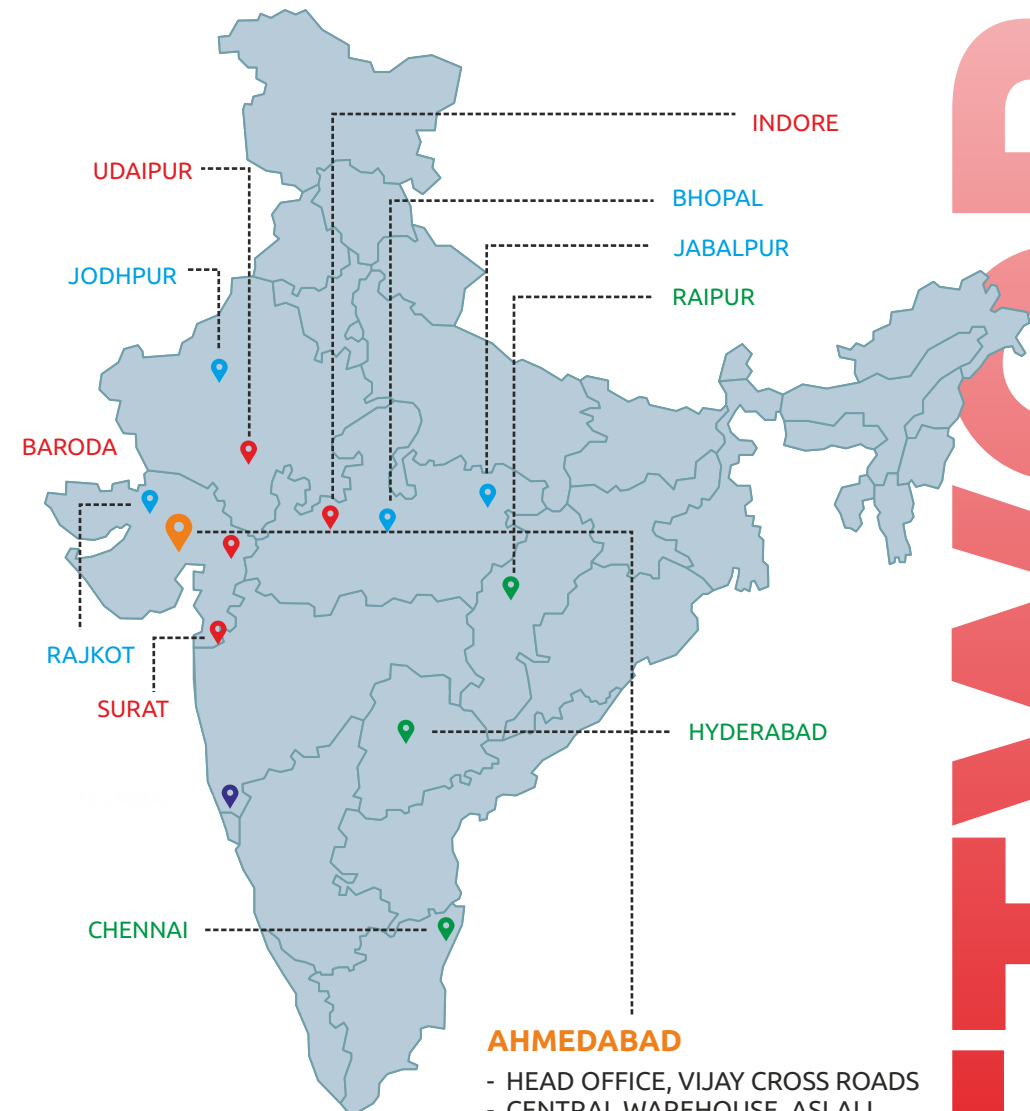
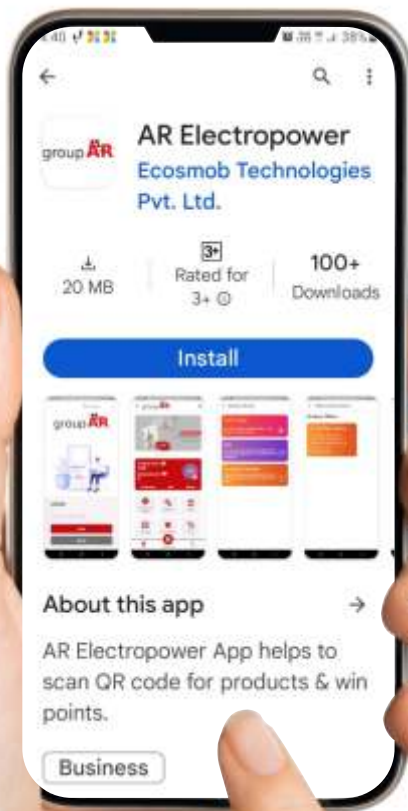
## SEGMENTATION



Group AR has launched new **Loyalty Mobile App**, designed exclusively for our esteemed patrons.

We continually strive to enhance our customer purchasing experience, and this innovative app is yet another step towards that commitment. With this Mobile APP. customer can track your loyalty points in real-time, access exclusive rewards, - all in one place.

**Available for iOS and Android.  
Download now !**



- 📍 Head Office
- 📍 Branches
- 📍 Sales Representative
- 📍 Upcoming Branches

- AHMEDABAD**
- HEAD OFFICE, VIJAY CROSS ROADS
  - CENTRAL WAREHOUSE, ASLALI
  - AR HOUSE, MORAIYA
  - HOME AUTOMATION SHOWROOM VIJAY CROSS ROAD
  - POLYCAB BRAND SHOWROOM GANDHI ROAD

**NEW NETWORK**