

Date: 17th April 2025

To,
The Board of Directors
Prime Cable Industries Limited
E- 894, DSIDC Industrial Area
Narela, Delhi, India -110040

Sub: Proposed SME Initial Public Offering of Equity Shares of face value of Rs. 5 each (the “Equity Shares”) of Prime Cable Industries Limited (the “Company” and such offering, the “Fresh Issue” and an offer for sale of Equity Shares by certain existing shareholders of the Company (“Offer for Sale”, and together with the Fresh Issue, the “Offer”)

Dear Sir/Madam,

We, the undersigned, hereby consent to act as the Industry Data Provider in connection with the Offer and to include our name and the details mentioned herein being inserted as the Industry Data Provider and to include the report “Indian Cables Market outlook to CY’30” dated 17th April 2025(also called as “Report”) in the Draft Red Herring Prospectus, Red Herring Prospectus and Prospectus and together with any other documents issued by the Company in relation to the Offer, (the “**Offer Documents**”) to be filed by the Company with the EMERGE Platform of the National Stock Exchange of India Limited (“**NSE**”/“**Stock Exchange**”), the Securities and Exchange Board of India (“**SEBI**”), and the Registrar of Companies, Delhi and Haryana at New Delhi (“**RoC**”) in relation to the Offer.

We further authorize you to deliver a copy of this letter of consent to the RoC, pursuant to the provisions of Section 26 and 32 of the Companies Act, 2013, the Stock Exchange or any other regulatory authority as may be required by law.

We further confirm that we have, where required, obtained requisite consent that may be required from any governmental authority or other person in relation to any information used by us in our report dated 17th April 2025.

We also confirm that we are independent consultants with respect to the Company and its associates.

We confirm that we will immediately inform you and the Book Running Lead Manager of any changes to the above in writing until the Equity Shares commence trading on the Stock Exchange, where the Equity Shares are proposed to be listed. In the absence of any such communication, the above information should be taken as updated information until the Equity Shares commence trading on the Stock Exchange.

We confirm that the information and confirmations set out in this consent letter are true, correct, adequate, not misleading in any material respect and do not omit to state a material fact necessary in order to make the statements herein, in the light of the circumstances under which they were made, not misleading.

We hereby consent to this consent letter being disclosed by the Book Running Lead Manager, if required (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

We also consent to the inclusion of this letter and the report as a part of “*Material Contracts and Documents for Inspection*” in connection with the Offer, which will be available for public for inspection from the date of filing of the Red Herring Prospectus until the Offer Closing Date.

This letter is for information and for inclusion (in part or full) in the Offer Documents or any other Offer-related material, and may be relied upon by the Company, the Book Running Lead Manager and the Legal Advisor appointed in relation to the Offer. We hereby consent to the submission of this consent letter as may be necessary to the SEBI, the RoC, the relevant Stock Exchanges and any other regulatory authority and/or for the records to be maintained by the Book Running Lead Manager and in accordance with applicable law.

All capitalized terms used herein but not defined shall have the same meaning as ascribed to them in the Offer Documents.

We agree to keep the information regarding the Offer strictly confidential.

Yours faithfully,
For **Ken Research Private Limited**

Authorized Signatory
Name: Ankur Gupta
Designation: Director

Copy to:
Book Running Lead Manager to the Offer

Indorient Financial Services Limited
B/805, Rustomjee Central Park,
Andheri Kurla Road, Chakala,
Mumbai – 400093, Maharashtra, India

Legal Advisor to the Offer

Khaitan & Khaitan
Solicitors & Advocates
A-38, Kailash Colony
New Delhi – 110048, India