M-CORE®
CCTV & Networking Cables

THE
ULTIMATE
GUIDE BOOK

For Your

CCTV
CABLE SOLUTION

Product Catalog
2023-24

Our Story

Founded in the early 1990s by Mr. **Rajinder Makhija**, our group began with **antenna wires** and **coaxial cables**. Over the years, we expanded our product line to include **networking cables**. In 2018, we achieved a major milestone by establishing a **state-of-the-art Optical Fibre Cable Manufacturing plant** in New Delhi, India. Today, we are a reputed manufacturer of **Optical Fibre Cables**, **FRP Rods**, and **HDPE**, known for our quality, reliability, and cutting-edge technology. With a combined annual capacity of over **250,000 kilometers**, we are pioneers in the field of telecommunication and broadband solutions.

(**Awarded** as **Best Cable Manufacturer** presented by Hon'ble **Dy. Mayor of Delhi** in Partnership with **The Economic Times**.)

(**The Pride Award** presented by **The President** of **All India Electronics Association Estd. 1936**)

Meet the Team

Mr. Rajinder Makhija has been leading the **company's group** since the early **1990s**. Under his guidance, the company diversified from **antenna wires** to **Co-axial cables**, **CCTV cables**, **Networking Cables** (CAT-5 and CAT-6), and **Optical Fibre Cables**. His emphasis on **backward integration** ensures **quality** and **competitive prices** through **in-house production** of most raw materials.

Mr. Sudhir Makhija, Director of **M-Core Industries Pvt. Ltd.**, is a successful **business leader**, **published author**, and a **Dealer Growth Expert**. With a proven track record in **strategic management**, he drives growth, fosters collaboration, and excels in **market expansion** initiatives that benefit dealers through **strategic partnerships**. Skilled in assembling **top-performing** teams, he cultivates a culture of **teamwork** for **success**.

Mr. Rahul Makhija, a proficient Director at **M-Core Industries Pvt. Ltd.**, leads in **production**, **operations**, and **cost-cutting measures**, **propelling growth** and **efficiency**. His expertise guarantees **top-quality products** and profitability, with remarkable achievements in scaling economies and optimizing **product efficiency**.

MILESTONE ACHIEVEMENT

MORE THAN **12000** HAPPY CUSTOMER

SUPPLY IN **26** STATES **6** UNION TERRITORIES

30 CRORE **21** LAKHS METERS CABLES **PRODUCED**

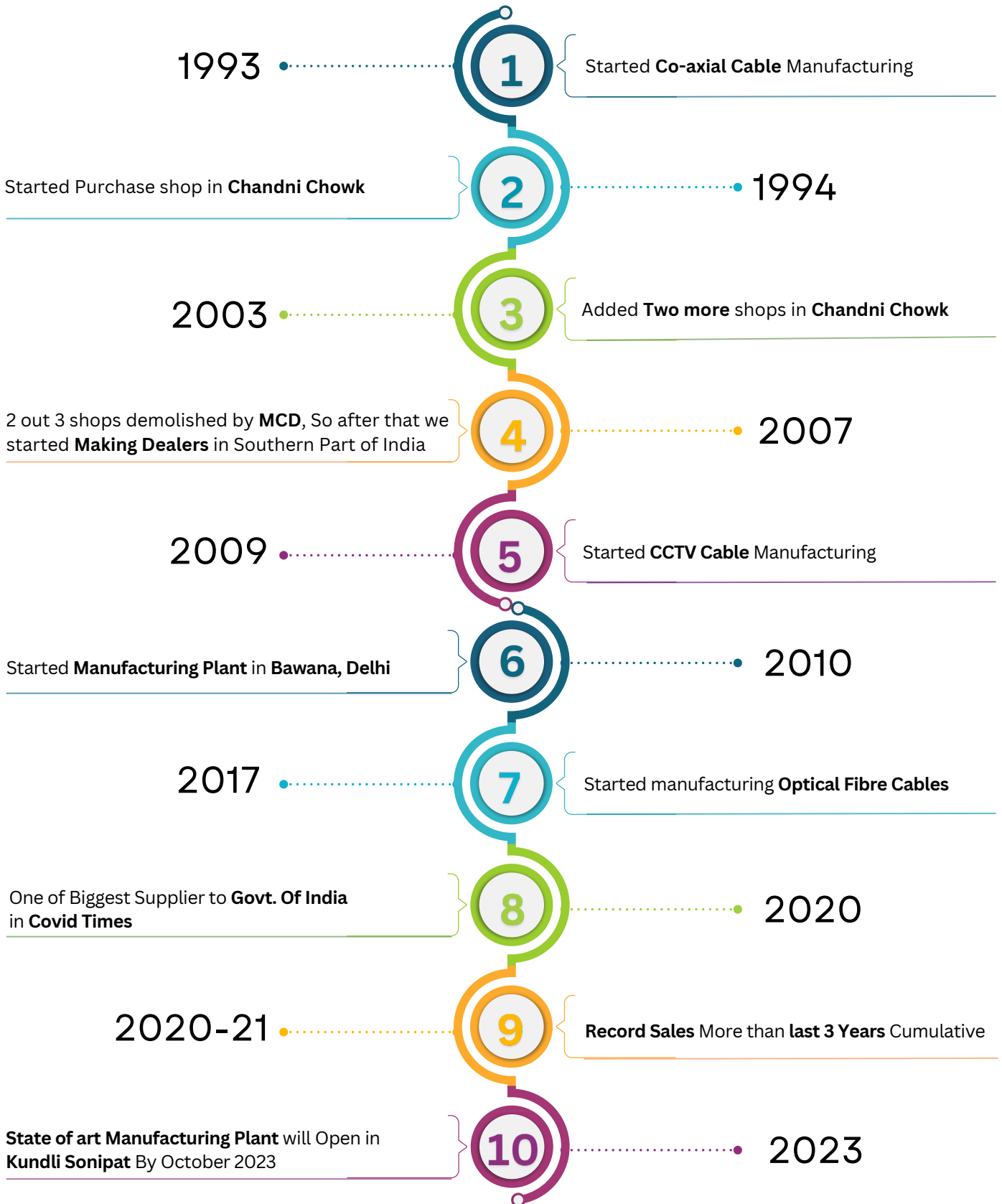MANUFACTURING FACILITY SPREAD OVER **94,000** SQ. FT.

Certifications

MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम

#startupindia

DIPP # 70920

GeM
Government
e Marketplace

ISO 9001:2015 CERTIFIED

ENVIRONMENTAL MANAGEMENT SYSTEM
ISO 14001

MAKE IN INDIA

GMP GOOD MANUFACTURING PRACTICE QUALITY PRODUCT

CE Mark

AWARDS & EXHIBITIONS

INDIA INTERNATIONAL ELECTRONICS EXPO
THE ECONOMIC TIMES

ALL INDIA ELECTRONICS ASSOCIATION
THE PRIDE AWARD

CABLE TV SHOW KOLKATA 2019
Kolkata

Convergence India 2019
New Delhi

9th Cablenet expo
Vision 2021 Hyderbad
(27-29 August 2021)

CABLE TV SHOW KOLKATA 2020
Kolkata

DIGITAL SPACE INDIA 2019
Digital Space India
Chennai

SCAT INDIA 2019
14-16 OCTOBER 2019
WORLD TRADE CENTRE, MUMBAI, INDIA
SCAT INDIA
Mumbai

IFSEC India
SECURING PEOPLE, PROPERTY & ASSETS
New Delhi
IFSEC INDIA
(2015, 2016, 2017, 2018)
Delhi

Convergence India
(24-26 March 2021)
Delhi

Our Journey

1993 ·········· **1** Started **Co-axial Cable** Manufacturing

Started Purchase shop in **Chandni Chowk** — **2** ·········· **1994**

2003 ·········· **3** Added **Two more** shops in **Chandni Chowk**

2 out 3 shops demolished by **MCD**, So after that we started **Making Dealers** in Southern Part of India — **4** ·········· **2007**

2009 ·········· **5** Started **CCTV Cable** Manufacturing

Started **Manufacturing Plant** in **Bawana, Delhi** — **6** ·········· **2010**

2017 ·········· **7** Started manufacturing **Optical Fibre Cables**

One of Biggest Supplier to **Govt. Of India** in **Covid Times** — **8** ·········· **2020**

2020-21 ·········· **9** **Record Sales** More than **last 3 Years** Cumulative

State of art Manufacturing Plant will Open in **Kundli Sonipat** By October 2023 — **10** ·········· **2023**

12000 + CUSTOMERS

All Across India
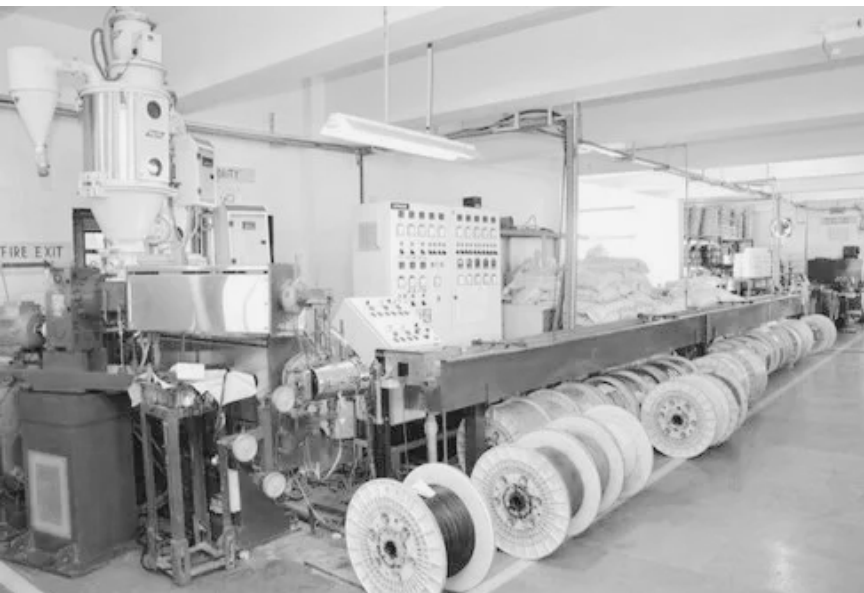
Production
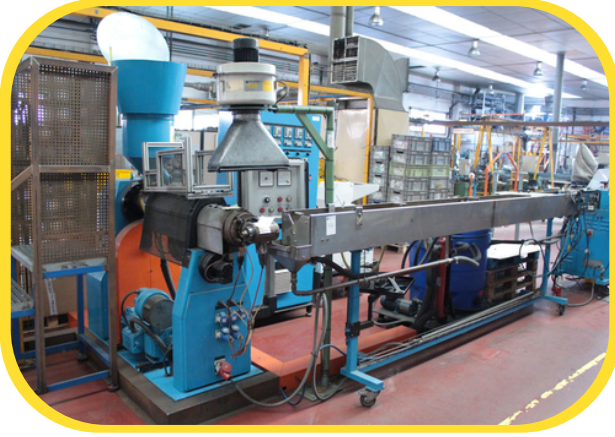
Testing
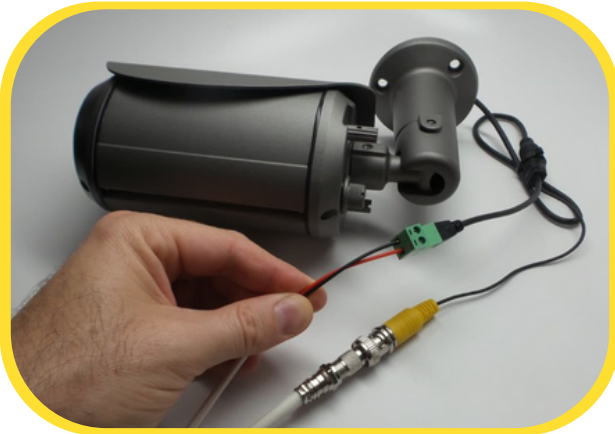
Packaging

Testimonals

> "We are proud **Channel Partners** of **M-CORE**. Working with them has led to a remarkable **10X increase in our Cable Business profits**, thanks to their invaluable **support** over the past **12 years**. "

Mr. Bharat Ramoliya - IR Focus CCTV, Surat

> "**CCTV Installations mein M-Core ki cables use karne se mere** **service visits 50% kam ho gayi hain,** **jis se mera** **PROFIT 30% badh gaya hai**"

Mr. Sahil, CCTV Installer (Delhi)

> "Agar **jyada se jyada earning karni h** aur apne customer ko **achhi se achhi quality** dekar khushh rakhna hai to **M-core** se **judiye** or **paisa kamaiye.** "

Md. Salim -M.S. Enterprises (Ayodhya)

Decoding CCTV Cables:

7 KEY FACTORS FOR SUCCESSFUL CCTV INSTALLATION

CCTV cables are a critical component of any surveillance system setup. They are the conduit through which video signals are transmitted from the cameras to the recording device or monitor. Here's some **key factors** about CCTV cables for dealers and installers:

1. TYPES OF CCTV CABLES:

CCTV installations mainly use **Co-axial (3+1 / 4+1 / 2+1)** or **Networking (Cat5/Cat6)** cables. Co-axial cables suit **analog systems**, while Networking cables are for **IP-based systems**. There are various types of CCTV cables available in **M-Core** brand which can be used in different - different applications depending upon the distance from CCTV camera to DVR recorder.

Co-axial (3+1 / 4+1 / 2+1) Cables
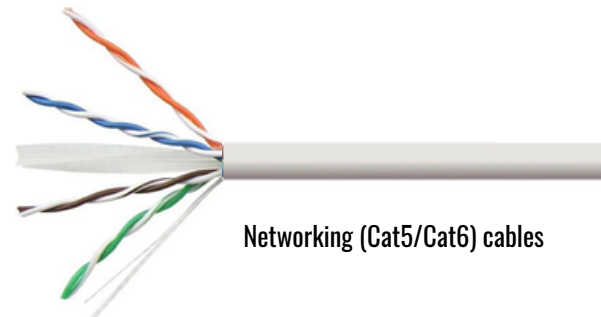
Networking (Cat5/Cat6) cables

2. UNDERSTANDING CCTV CABLES:

RG59, RG6 Co-axial cables, and **3+1/4+1/2+1** are common CCTV cables. RG59 is most suitable for analog systems, while **RG6** is preferred for **high-definition** and **long-distance applications.**
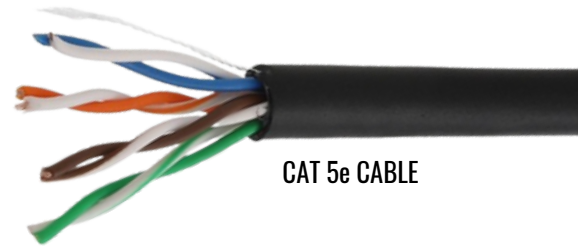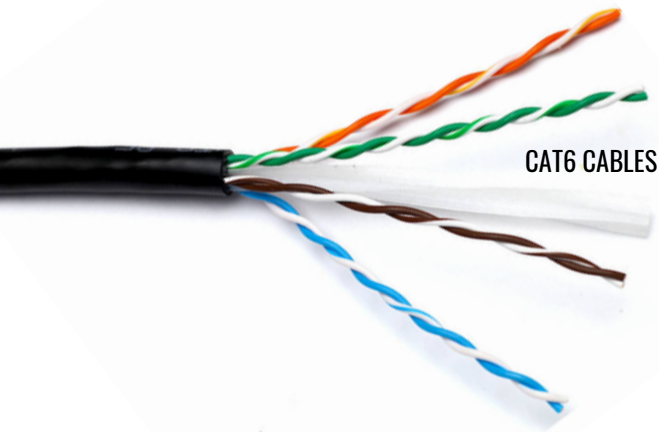

Analog HD Camera
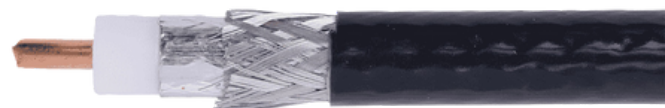
RG6 Co-axial Cable

3. NETWORKING CABLES FOR IP CAMERAS:

Cat5e and **Cat6 cables** carry video, audio, and power (via PoE - Power over Ethernet) over a single line, simplifying installation. **Cat6** is suitable for systems with high-resolution cameras or extensive network traffic.

CAT6 CABLES

CAT 5e CABLE

4. CHOOSING THE RIGHT CABLE:

Selection depends on **camera type, distance** between devices, and installation **environment.**

CCTV CABLE

Selection depends on **Camera Type**

Selection depends on **Distance between Devices**

Selection depends on **Installation Requirement**
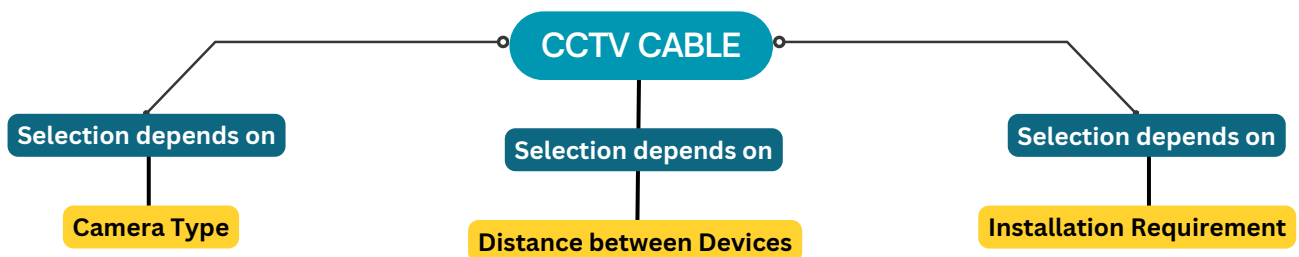
5. SIGNAL AND POWER SOLUTIONS:

Signal boosters and **baluns** help maintain **signal quality** over **long distances**. Power over **Ethernet** (PoE) simplifies power delivery for **IP cameras**.
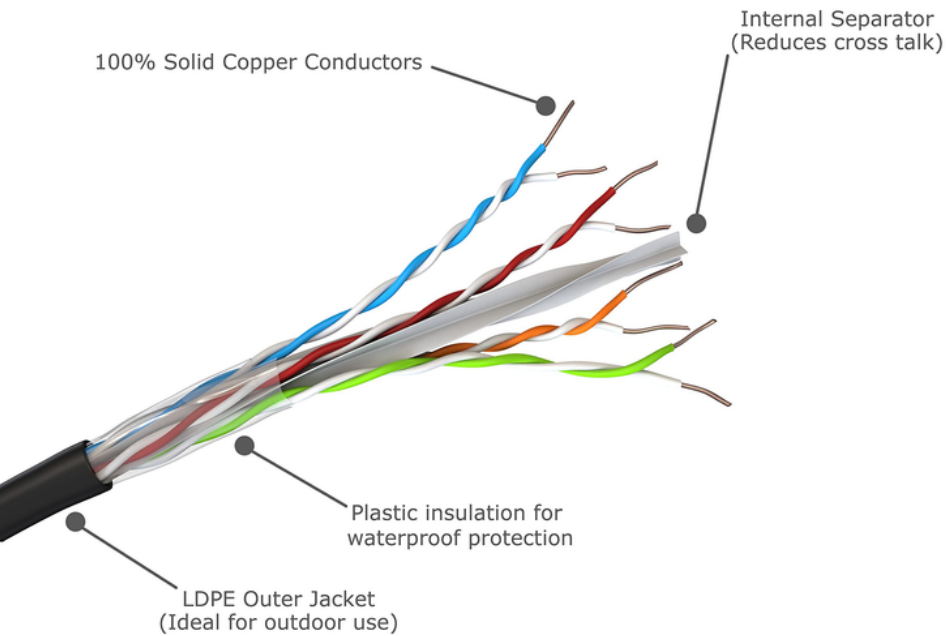

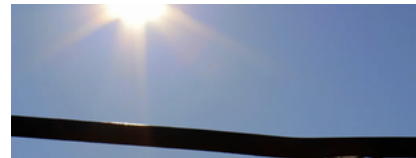Signal Booster

Baluns

6. ENVIRONMENTAL CONSIDERATIONS:

Outdoor cables should be **weatherproof** and **UV resistant.** In potential electromagnetic interference (EMI) areas, shielded cables are beneficial.

100% Solid Copper Conductors

Internal Separator (Reduces cross talk)

Plastic insulation for waterproof protection

LDPE Outer Jacket (Ideal for outdoor use)

Underground

Waterproof

UV Resistant

7. Cable Testing & Future-Proofing Installation:

Each cable should be tested for **signal quality** using appropriate tools after installation. **High-quality cables** support future upgrades. Proper **installation** prevents performance **degradation** and reduces customer re-visits.

Understanding **these aspects** helps dealers and installers optimize **CCTV installations** and troubleshoot common issues.

CCTV CABLE

CCTV cables play a vital role in surveillance systems, serving as the essential pathway for transmitting video signals from cameras to recording devices or monitors. Here's some transformative content about **CCTV cables for dealers and installers**:
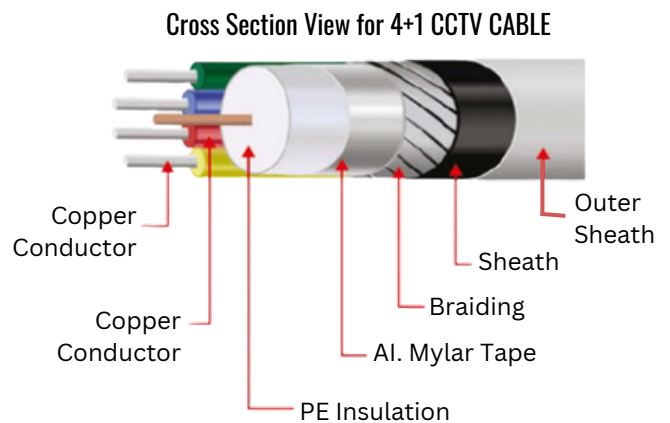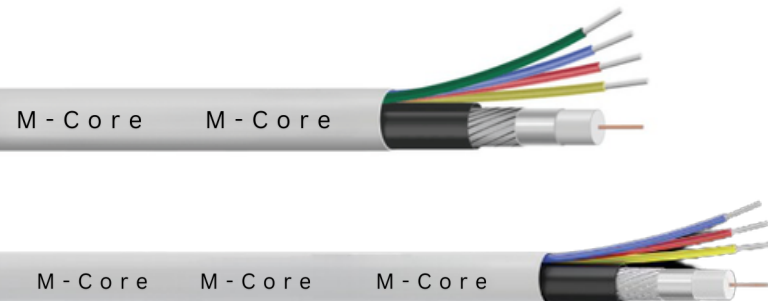
Range of CCTV Cables:

CCTV installations mainly use Co-axial (3+1 / 4+1 / 2+1) or Networking (Cat5/Cat6) cables. **Co-axial cables** suit analog systems, while **Networking cables** are for IP-based systems.
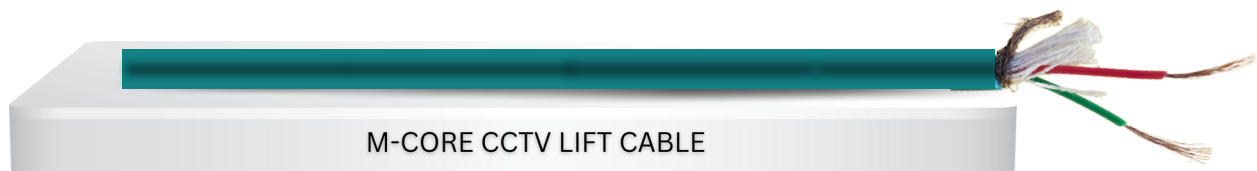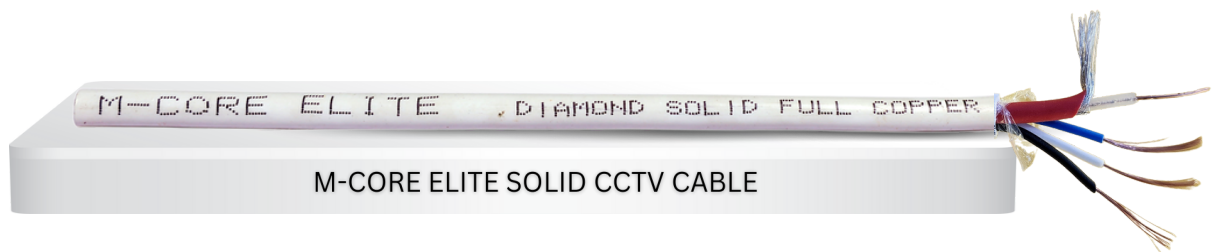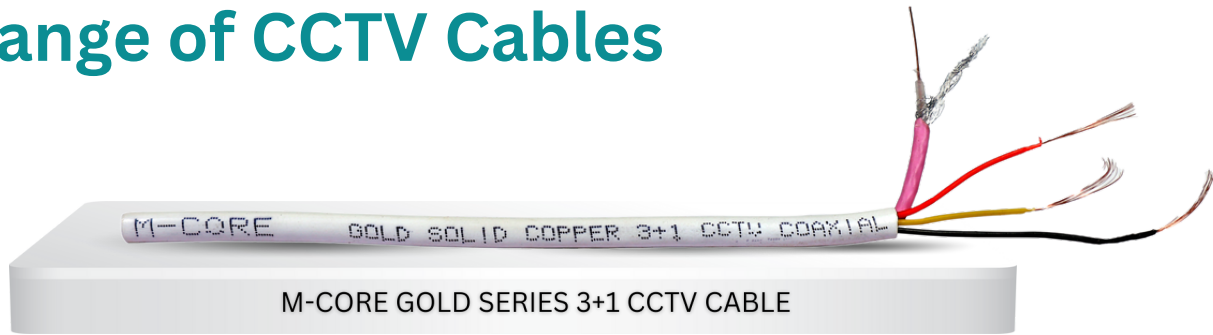
HD CCTV Camera

M-Core 3+1/4+1/ 2+1 CCTV Co-axial Cable:

Cross Section View for 4+1 CCTV CABLE

M-Core   M-Core

M-Core   M-Core   M-Core

Copper Conductor

Copper Conductor

PE Insulation

Al. Mylar Tape

Braiding

Sheath

Outer Sheath

CCTV CABLE
Export Quality

Range of CCTV Cables

M-CORE GOLD SOLID COPPER 3+1 CCTV COAXIAL

M-CORE GOLD SERIES 3+1 CCTV CABLE

M-CORE DIAMOND SOLID COPPER CCTV 3+1 COAXIAL

M-CORE DIAMOND SERIES 3+1 CCTV CABLE

M-CORE PLATINUM SOLID COPPER CCTV 3+1 COAXIAL

M-CORE PLATINUM SERIES 3+1 CCTV CABLE

M-CORE ELITE DIAMOND SOLID FULL COPPER

M-CORE ELITE SOLID CCTV CABLE

M-CORE CCTV LIFT CABLE

M-CORE OUTDOOR SERIES
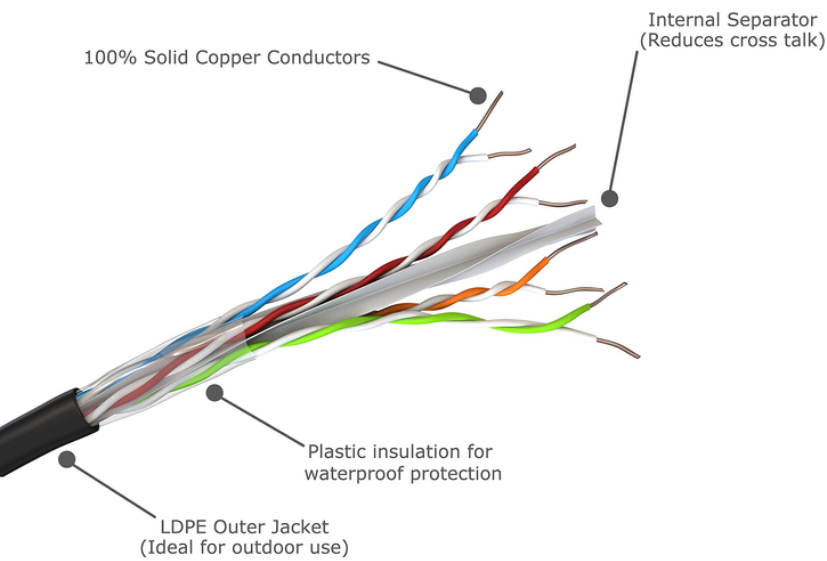
www.mcorecables.com

NETWORKING CABLE

Networking Cables (CAT-5 / CAT-6) are twisted pair cables for carrying signals. These cables are used in Structured Cabling for computer networks / Ethernet or running more than one camera over a single cable with use of some accessories like passive balun/transceiver etc.

Range of Networking Cables:

- M-CORE CAT-5 2 PAIR CABLE
- M-CORE CAT-5 4 PAIR CABLE
- M-CORE CAT-6 CCA CABLE
- M-CORE CAT-6 COPPER CABLE
- M-CORE CAT-6 OUTDOOR CABLE
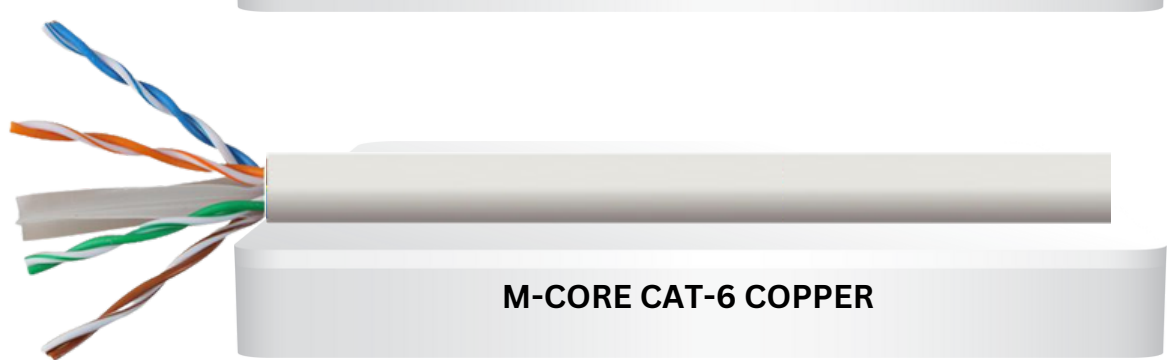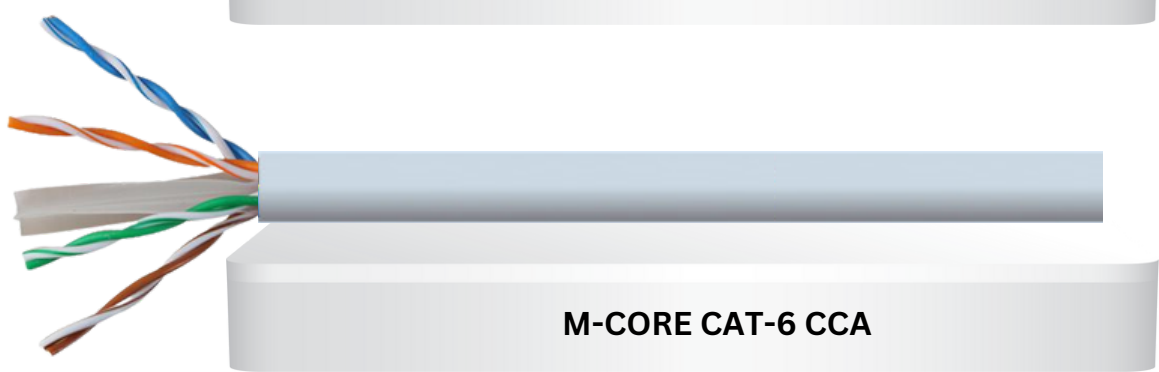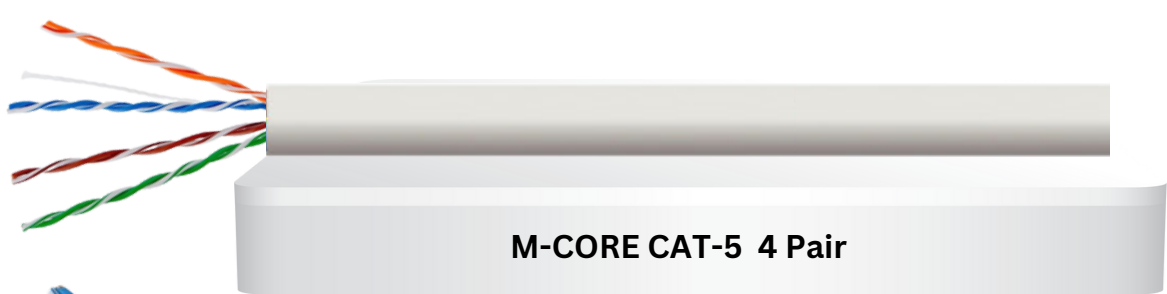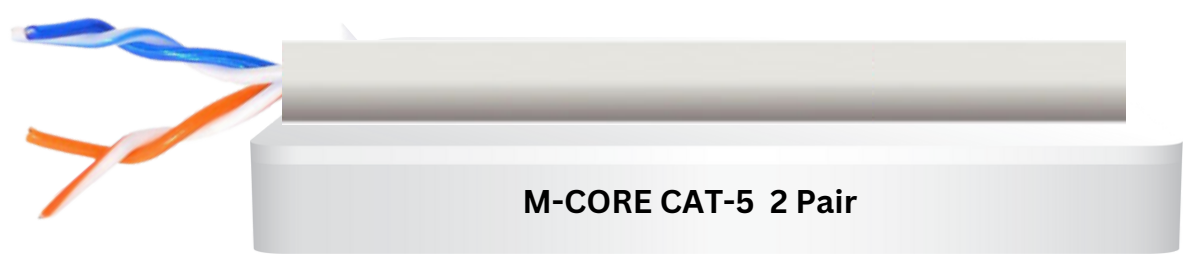
M-Core CAT5e/Cat6 CCTV Networking Cable:

Internal Separator
(Reduces cross talk)

100% Solid Copper Conductors

Plastic insulation for waterproof protection

LDPE Outer Jacket
(Ideal for outdoor use)

IP CCTV Camera

Range of Networking Cables

M-CORE CAT-5 2 Pair

M-CORE CAT-5 4 Pair

M-CORE CAT-6 CCA

M-CORE CAT-6 COPPER

M-CORE CAT-6 Outdoor

On Time Delivery

Driven by **Systems**

Made In India | Made For India

M-CORE®
SUCCESS PARTNERS

AHMEDABAD | AYODHYA | BANGALORE | CHENNAI | COIMBATORE | DELHI | HANUMANGARH | HYDERABAD |

IMPHAL | INDORE | KANPUR | KOLKATA | LUCKNOW | MADURAI | MUMBAI | NOIDA | PATNA | PRAYAGRAJ |

PUNE | RANCHI | SRI GANGANAGAR | SRINAGAR | SURAT | VADODARA | VARANASI | VIJAYAWADA |

Events & Exhibitions

IFSEC INDIA 2018
Pragati Maidan, New Delhi

Scat India 2019
World Trade Centre, Mumbai

Digital Space India 2019
Chennai Trade Centre

Cable TV Show 2020
Science City, Kolkata

Convergence India 2022
Pragati Maidan, New Delhi

CNC EXPO 2022
Hitex Hyderabad

Cable TV Show 2023
Science City, Kolkata

Convergence India 2023
Pragati Maidan, New Delhi

SCAT INDIA 2023
Jio World Convection Centre, Mumbai

Upcoming Events

📅 **Convergence India 2024**

📅 **Cable TV Show 2024**

www.mcorecables.com

Other Products

FTTH CABLE

Optical Fibre Cable

SMPS Power Supply

BNC Connector

DC Connector

SCAN ME

Youtube.com/@mcorecables

To Know more about us

21

REASONS
TO CHOOSE
M-CORE CABLES

1. **High-quality image** transmission

2. **Long-distance signal transmission** without degradation

3. Exceptional **durability** for withstanding harsh conditions

4. Resistant to **electromagnetic interference**

5. **Easy installation process**

6. **Versatile usage** in various settings

7. Compatibility with a **wide range of devices**

8. **High bandwidth** for efficient **data transfer**

9. Low signal loss over **extended distances**

10. **Cost-effective** in the long run due to reliability

11. **Reliable** and **steady connection** for uninterrupted surveillance

12. Support for **advanced security** features for **enhanced protection**

13. **Future-proof technology** to adapt to evolving needs

14. **Wide variety of lengths available** for flexible installations

15. **High-speed data transfer** for real-time monitoring

16. **Noise reduction capabilities** for clear signal transmission

17. Suitable for **multiple applications,** including CCTV and networking

18. **Assured quality** with **warranties** and **guarantees**

19. **Environmentally friendly** materials used in manufacturing

20. **Improved overall system performance** for optimal results

21. **Trusted** and **preferred by industry professionals** for its **reliability.**

क्या आप अपने CCTV BUSINESS के PROFITS को DOUBLE करना चाहते है ?

🖱️ How to get **more Customers**?

🖱️ How to get more **orders** from **Existing Clients**?

🖱️ How to get more **profits** from your **Existing Stocks**?

(CCTV Marketing Expert)

Schedule 1 to 1 session

with **Mr. Sudhir Makhija** for **expert guidance** and tailored **business solutions** to overcome **your challenges**, along with a comprehensive **business blueprint** designed for your **specific needs**.
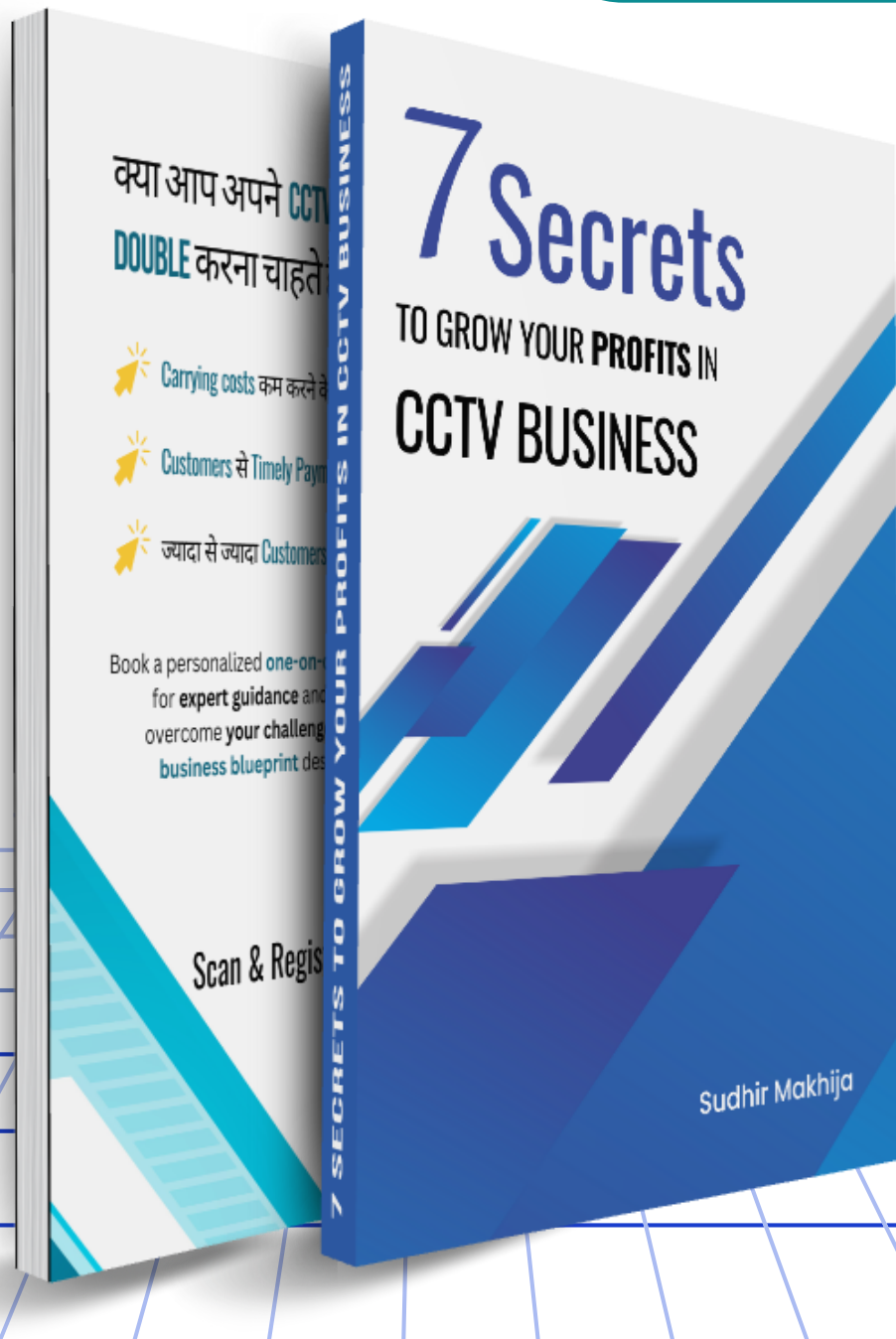
SCHEDULE YOUR APPOINTMENT
For

1 to 1 Session with Mr. Sudhir Makhija

SCAN ME

SCAN ME

SCAN ME

SCAN ME

www.mcorecables.com

BOOK
LAUNCHING
SOON

क्या आप अपने CCTV
DOUBLE करना चाहते

- Carrying costs कम करने के
- Customers से Timely Paym
- ज्यादा से ज्यादा Customers

Book a personalized one-on-
for **expert guidance** and
overcome **your challeng**
business blueprint des

Scan & Regis

7 Secrets
TO GROW YOUR **PROFITS** IN
CCTV BUSINESS

Sudhir Makhija

7 SECRETS TO GROW YOUR PROFITS IN CCTV BUSINESS

NOTES

Talk To Our Cable Experts

M-CORE INDUSTRIES PVT. LTD.

DELHI PLANT
Address : J-68, Sector - 2, DSIIDC Bawana Industrial Area,
Delhi - 110039
Email : info@mcorecables.com

KUNDLI PLANT
Address : Plot No. 259, Sector - 53, Phase - V, HSIIDC, Kundli,
Sonipat, Haryana - 121028
Email : sales@mcorecables.com

Follow Us - **@mcorecables**