



Driving the Future of Electrical Trade

Authorised Distributor



POLYCAB



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www.selmore.co.in

ABOUT US



Founded in 1971 by Late Shri Shyam Lal Nagar, Selmore has grown into one of Central India's most trusted names in electrical products distribution. With over five decades of legacy and a strong commitment to service excellence, Selmore has partnered with renowned brands such as Crompton, Castrol, CG Power and Polycab to power both homes and industries. As part of the Shree NM Group, we continue to expand across India while staying rooted in our Indore origins.

MISSION

At Selmore, our mission is to provide high-quality electrical solutions that empower businesses and households across India. Through innovation, reliability and customer-centric service, we build lasting relationships that drive progress and efficiency in every space we serve.

VISION

To be India's most trusted and innovative electrical solutions provider, expanding our legacy of excellence through cutting-edge technology, sustainable practices, and a commitment to customer success.

OUR CORE VALUES

Trust | Quality | Customer-Centricity | Innovation



OUR MILESTONES



- 1971:** Selmore began its journey in Indore under the vision of Late Shri Shyamlal Nagar.
- 1999:** Diversified into industries by beginning industrial distribution with Castrol lubricants.
- 2006:** Set new benchmarks with the launch of a 3,000 sq. ft. showroom at New Siyaganj, Indore and added premium brands like Anemos.
- 2011:** Scaled operations through another 3,000 sq. ft. showroom and a 5,000 sq. ft. warehouse to serve growing demand.
- 2015:** Started branch in Bhopal and ventured into the lighting business as a separate entity.
- 2016:** Expanded our footprint by opening a new branch in Satna to serve industrial customers.
- 2020-2023:** Strengthened partnerships by becoming a Siemens motors dealer (operations concluded in 2023).
- 2021:** Redefined structure by segregating retail and distribution businesses for sharper customer focus.
- 2022:** Formed a joint venture with Shree NM Electricals and moved into an integrated 25,000 sq. ft. facility, adding Polycab wires & cables to the portfolio.



OUR BUSINESS PORTFOLIO



Authorized distributor of industrial lubricants across Madhya Pradesh.



Complete range of motors, including HT, LT and FHP.

POLYCAB

Full range of building wires, LT/HT cables and flexible wires, backed by the expertise of Shree NM Electricals.



OUR GROUP BUSINESS PORTFOLIO



Company Name	Business Category	Brands served	Product Portfolio
 DELTONCONTROL & SWITCHGEARS LLP	Distribution & Engineering Solutions	  	ACB, MCCB, DB, MCB, RCCB, RCBO, Meters, Capacitors, ASCO Switches, Push Buttons, Indicating Lamps PLC, Drives, Soft Starters, Automation Products, Contactors & Relays ASCO ATS Telemecanique Sensors
 ELECTRIFY POWER SOLUTIONS LLP	Manufacturing		RMUs up to 11 kV approved by all ESCOMs
 POOJAPOWER CONTROL & AUTOMATION LLP	Engineering	 	ACB, MCCB, MCB, RCCB, MPCB, OLR, Contactors, Relay, VFD, HMI, PLC, SCADA, Industrial PCs, Ethernet Switches, Signaling Devices, Servo & Motion Controllers Safety - Light Curtains, Proximity & Inductive Sensors, Rope, Limit & Pressure Switches Panel-Mount Connectors, PCB-Mounted Connectors
 Shree NM	Distribution	 	Building Wires (FRLF, FRLS-H, ZHFRLS), Flexible Cables, LT/HT Power Cables, Instrumentation Cables/BMS, EHV Cables, LAN Cables, Fire-Survival Cables, Solar Cables LT 1.1 kV Heat-Shrink Kits, HT/EHV Heat-and Cold-Shrink Kits up to 33/110 kV respectively, Cable Termination Services
 TECHMECH ELECTRIFY LLP	Distribution		MCBs up to 125A (10kA-50kA), RCDs up to 125A (10mA-1000mA), Wide range of DBs, Switches and Sockets
 TECHMECH NM SOLUTIONS LLP	Engineering Solution		Copper/Aluminum Busway Solutions (25A-6300A), Lighting Control Solutions, Home Automation, Fire Alarm Systems and BMS
 Vraj Electricals LLP	Distribution		MCB, RCCB, RCBO, DBs, MCCBs, Switches, Plexo, Plug & Sockets

OUR NATIONAL PRESENCE



Selmore Enterprises LLP

- Indore
- Gwalior



Deltoncontrol & Switchgears LLP

- Bengaluru
- Mumbai



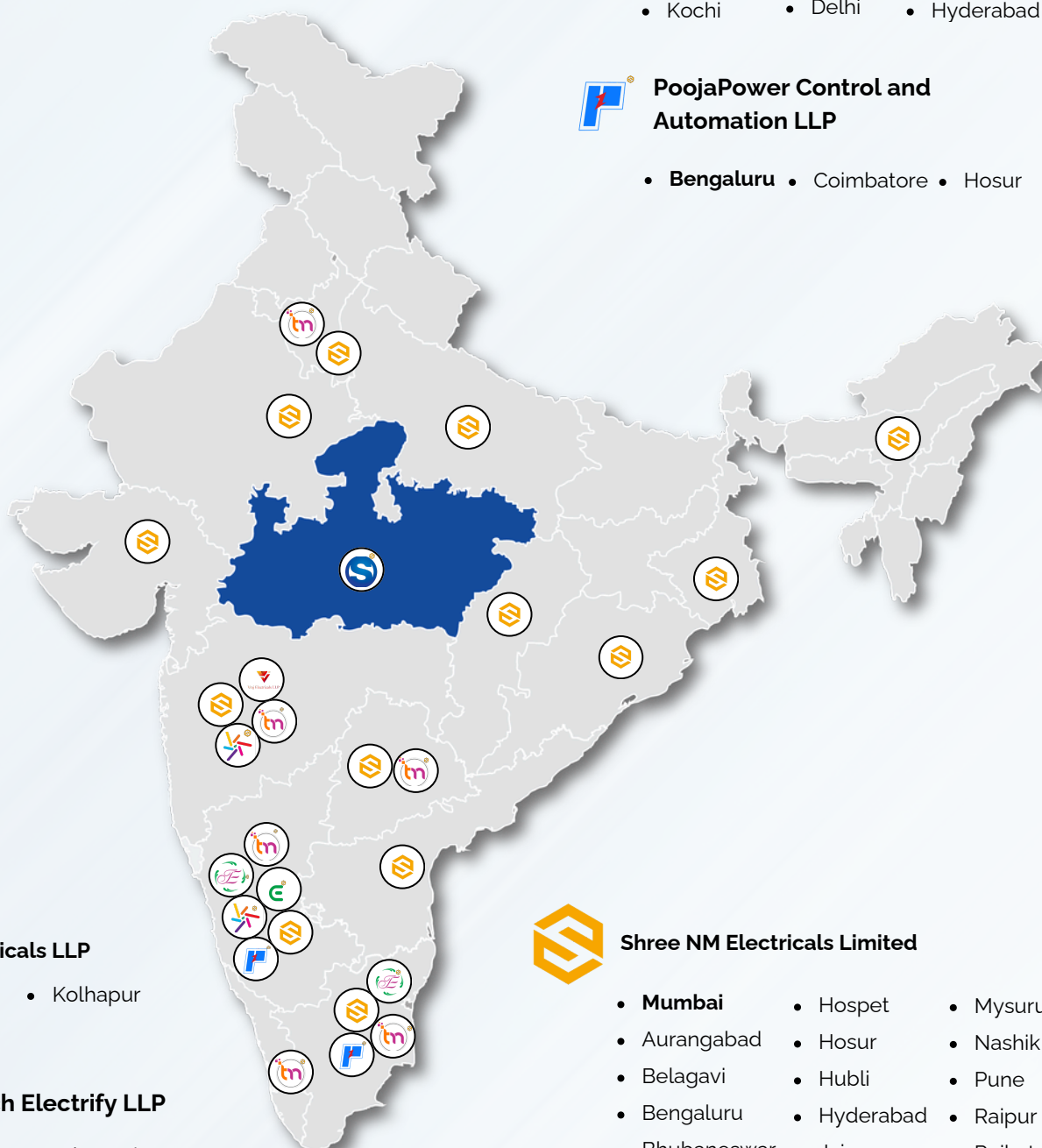
Techmech NM Solutions LLP

- Bengaluru
- Chennai
- Mumbai
- Kochi
- Delhi
- Hyderabad



PoojaPower Control and Automation LLP

- Bengaluru
- Coimbatore
- Hosur



Vraj Electricals LLP

- Mumbai
- Kolhapur
- Pune



Techmech Electrify LLP

- Bengaluru
- Chennai



Electrify Power Solutions LLP

- Bengaluru



Shree NM Electricals Limited

- Mumbai
- Aurangabad
- Belagavi
- Bengaluru
- Bhubaneswar
- Chennai
- Coimbatore
- Delhi
- Goa
- Guwahati
- Hospet
- Hosur
- Hubli
- Hyderabad
- Jaipur
- Kalaburagi
- Kanpur
- Kolhapur
- Kolkata
- Mangaluru
- Mysuru
- Nashik
- Pune
- Raipur
- Rajkot
- Solapur
- Vadodara
- Vijayawada
- Visakhapatnam

OUR TEAM



What began as a close-knit team of four has grown into a dynamic group of 20+ professionals across sales, operations and warehouse management. Each team member brings deep product knowledge, strong customer focus and hands-on experience, which drive our business forward.

From order processing to after-sales support, our team ensures that every interaction is seamless, timely and rooted in trust. Empowered with the right tools and autonomy, they take ownership, solve problems proactively and build long-lasting relationships that define who we are.

It's not just the products we deliver, it's the people behind them who make the difference.



CONTACT DETAILS



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Associated
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