

ELECTRICAL MIRROR

An Outlook of The Electrical & Power Industry

THE **COMPETITIVENESS**
OF THE ECONOMY ALSO
DEPENDS ON THE **EFFICIENCY**
OF OPERATIONS IN THE
POWER SECTOR

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MR. KETAN VORA
DIRECTOR & CEO
WAA CABLES
PVT. LTD.



WAA Cables Pvt. Ltd. is a leading Cables & Wires company based at Gandhinagar, Gujarat. Our Group is amongst the top Solar players of India in providing EPC Services, Project Development, Solar Rooftop Solutions, Solar Water pumps & also as an independent Power Producer. It has presence in overall 350 + locations Nationally & 68 Countries Globally. We at WAACAB are expanding our market as well as our product line. Recently we have launched ACDB - DCDB & PV Array Junction Boxes offering a complete range which is suitable for different Solar Power Applications.





Q. How has this year been for WAA CABLES? What are the differences that you see in the market in pre & post lockdown period?

It has immensely been a successful year for WAA CABLES, hard work of each employee has paid off in the form of great results.

Yes, post Covid-19, the demand of electricity has been reduced significantly. Governments around the world were compelled to reduce the business activity in response to minimize the threat of coronavirus. There was a great push from Govt for Atmanirbhar Bharat and simultaneously there is a pull from global market as countries in Europe, Africa, and Australia are Boycotting China products. In this scenario, India is very well placed due to the availability of skilled manpower. We are seeing a rise in number of manufacturing companies across sectors.

The year 2021 began with an extremely positive forecast but second wave hit us. Post second wave we have seen great demand and tremendous hike in prices of metals which is a challenge for the industry to keep the prices in check. Though, prices have increased but margins have become thinner.

Q. How is WAA CABLES playing a major role in ensuring safety of the consumers from electrical hazards? Can you share about WAA CABLES products to address the situation?

Yes we definitely ensure the safety of the person whom so ever consumes our product from electrical hazards as we provide the premium quality products to our clients. Also, our products meet the requirements of flammability Test as per IEC 60332-1. Our products go through a lot of test before it reaches the consumers and by any chance any of our product fails in any of the performed tests, then that particular piece is removed from our final goods.

Q. Is there any new addition in your products' list for the wire & cable segment?

Recently, in the month of September 2021, we have

launched our new product, that is ACDB-DCDB boxes. To make it easier for consumers we have cut the chase of assembling of raw materials and then combining it to make ACDB-DCDB boxes or junction boxes, to save their time we've launched it as full-fledged product in the market. The components which we have used are globally accepted and tested, hence quality is the parameter which we have kept constant.

Q. How are you exactly contributing to the 'Atmanirbhar Bharat' mission?


Atmanirbhar Bharat mission basically means self-relicenses of an individual. So, in this scenario, we as a renowned company has taken the step of generating employment for labors and also we have created few vacancies in our company to give better opportunities to the youth of our country. India is very well placed due to the availability of skilled manpower. This is the time for us to step up and leverage the benefit of being most reliable and quality product supplier. We are seeing a rise in number of manufacturing companies across sectors

We at WAACAB expanded our market as well as our product line. Recently we have launched a brand new series of ACDB-DCDB boxes.

Q. How is your export business shaping up?

We have started exploring options in African and US markets and response is good. Hopefully, by the end of this fiscal we will be opening up new markets as well.

Q. What message would you like to convey to our audience?

We are thankful to our customers for all the response we have received in such a short time. Also, I am excited with the launch of our new product ACDB DCDB, where the quality given at the price points which we are offering makes it highly attractive. Once again, I wish all the audience a very Happy Diwali & New Year. 

www.waacables.com



INDIA'S LEADING CABLES & WIRES SOLUTION PROVIDER

WAA Cables Pvt. Ltd. have introduced Cable and Wire products like Solar Cable, Flat Submersible Cable, House Wire, Earthing Cable, Welding Cable, Rubber Battery Cable, Aluminum/Copper Armoured & Unarmoured Cables along with MC-4 connector, Y connector, T connector, Branch connector cables which are available in our product line.



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WAACAB
Power Stable WAA Cable
An ISO 9001:2015 Certified Company



WAA Cables Private Limited is Venture of WAAREE Group founded in 1989 with headquarter at Mumbai. WAAREE Group is amongst the top players in India in providing EPC Services, Project Development, Solar Rooftop Solutions, Solar Water Pumps and also as an Independent Power Producer and has its presence in over 350+ locations nationally and 68 countries internationally. We are not only the largest Solar Module manufacturer in India, but also India's largest vertically integrated energy company.

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