

EPR

electrical & power review

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SMART ELECTRICITY FOR SMART CITY

Incorporating smart grids facilitates the seamless integration of renewable energy sources into the power distribution network.



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We complement smart electricity with innovative cable solutions

Ruchi Shah

Head Operations- WAA Cables

The company invests in research and development to create products that support renewable energy sources and promote energy conservation.

WAA Cables is a pioneering force in the energy sector, excelling in providing innovative cable solutions for smart electricity. The company is steadfastly committed to green energy goals and uncompromising quality and safety standards. Ruchi Shah speaks with the EPR Magazine, sharing insights into the industry.

How does WAA Cables cater to the rising demand of the energy sector in the context of smart electricity?

The rising demand in the energy sector, particularly in the context of smart electricity, is driven by the increasing adoption of advanced technologies and the need for more efficient, sustainable, and interconnected power systems. Smart electricity integrates digital technologies, sensors, and communication networks into traditional power infrastructure, enabling real-time monitoring, automation, and energy distribution optimisation.

WAA Cables is meeting the increasing demands of the energy sector, particularly in the realm of smart electricity, by providing innovative cable solutions. These offerings facilitate improved connectivity, enhanced efficiency, and effective data transmission, aligning with the requirements of smart grids. WAA Cables play a pivotal role in supporting the integration of intelligent technologies within the energy infrastructure.

Which innovative steps does the company follow to meet green energy goals?

Green energy goals refer to the

collective efforts and targets governments, organisations, and industries set to transition towards more sustainable and environmentally friendly energy sources. The primary objectives include reducing carbon emissions, mitigating climate change, and fostering a cleaner, renewable energy landscape.

WAA Cables adopts innovative measures to align with green energy goals by implementing sustainable practices in cable manufacturing. This includes using eco-friendly materials, optimising production processes to reduce environmental impact, and developing energy-efficient cable designs by adopting sustainable practices in their operations and supporting renewable energy projects.

Additionally, WAA Cables invests in research and development to create products that support renewable energy sources and promote energy conservation.

What strategies do the company follow for effectively maintaining and performing wires and cables?

Ensuring the long-term effectiveness of wires and cables poses challenges for cable companies, including environmental factors, ageing infrastructure, technological obsolescence, physical damage, and dynamic energy demands.

Effective maintenance is vital for reliability, safety, compliance, downtime prevention, cost efficiency, optimal performance, environmental considerations, prolonged lifespan, and customer satisfaction. WAA Cables employs quality materials, advanced manufacturing, regular

inspections, standards compliance, testing, lifecycle monitoring, customer education, innovative technologies, and responsive customer service to guarantee wire and cable performance.

These strategies mitigate risks, adapt to technological advances, and prevent catastrophic failures, emphasising WAA Cables' commitment to quality and customer-centric practices.

Can you share insights into WAA Cables' commitment to quality and safety standards?

Quality and safety are paramount at WAA Cables. We adhere to industry standards, conduct rigorous testing, and obtain certifications to guarantee the reliability and safety of our products. Our commitment extends to providing customers with cables that meet or exceed the highest standards.

Commitment to Uncompromising Standards WAA Cables Pvt. Ltd. holds the EN 50618:2014 certification from TÜVRheinland, a respected neutral inspection and product certification service. This certification underscores the company's dedication to producing high-quality solar DC cables for photovoltaic systems, a testament to its commitment to present and future customers. ⚡

