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An Outlook of the Renewable & Green Energy

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Interview

INTERVIEW



WC[®]
WAACAB
Power Stable WAA Cable

Ms. Ruchi Shah

Head - Operations

WAA Cables Pvt. Ltd

www.waacables.com

“

WAA Cables stays at the forefront of the industry through continuous research and development. We invest in cutting-edge technologies, anticipate market trends and collaborate with industry leaders to ensure our products remain innovative and aligned with the evolving needs of our customers.

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Q Can you tell me about your company, WAA Cables and what it has achieved so far?

WAA Cables Private Limited is a leading manufacturer of high-quality cables and wires, established in 2019 in Gandhinagar, Gujarat and engaged in the business under the WAACAB brand name. The company has a state-of-the-art production facility that ensures compliance with international standards, customer satisfactions and has been recognized for its excellence in quality, innovation and performance by multiple prestigious awards and accolades.

Commitment to Uncompromising Standards
WAA Cables Pvt. Ltd. holds the EN 50618:2014 certification from TÜVRheinland, a respected neutral inspection and product certification service. The company boasts an array of other certifications, including ISO, BIS, TUV, IEC, RoHS, CE, and EN50618 underscores our unwavering pledge to maintaining the highest quality standards in all our endeavours & further solidifying its unwavering commitment to uncompromising standards.

Q What strategies does your company employ to address specific challenges related to the products it offers to customers?

WAACAB implements several strategies to effectively address challenges related to our wires and cables products:

Advanced Quality Control: We maintain rigorous quality control measures throughout the manufacturing process to ensure the highest standards are met.

Innovative Technology: Constantly investing in research and development allows us to stay ahead in wire technology, addressing emerging challenges and meeting evolving customer needs.

Customer Collaboration: We engage closely with our customers to understand their unique requirements and challenges, enabling us to tailor solutions that meet their specific needs.

Efficient Supply Chain Management: Streamlined supply chain processes help us mitigate risks

and ensure timely delivery of products, even in challenging situations.

Proactive Risk Management: We have robust risk management protocols in place to identify potential issues early on and take proactive measures to mitigate them, ensuring product quality and customer satisfaction are never compromised.

Q Would you briefly describe your company's solar connectors, wires and cables, and other products?

WAACAB boasts an extensive range of premium offerings, spanning Solar Cable, Flat Submersible Cable, House Wire, Earthing Cable, Welding Cable, Rubber Battery Cable, Aluminium/Copper Armoured & Unarmoured cable, and Flexible cable, among others.

Under the banner of 'Connecting the Sun to Grid', our solar segment delivers top-tier solar cables, solar connectors, ACDB & DCDB to diverse end users. Our slogan 'Jawaabdari Hamaari, Aapko Sirf WAACAB Lagaani' underscores our commitment, backed by unique selling propositions such as pure electrolyte grade copper, ensuring highly conductive wires with exceptional temperature resilience compared to industry counterparts.

As a reputable manufacturer and supplier specializing in Wires and Cables, our product portfolio serves as a cornerstone in various Rooftop and diverse projects. This repository serves as an exhaustive showcase, demonstrating the versatility and efficacy of our products across a spectrum of projects. We remain steadfast in our dedication to



offering cutting-edge solutions that consistently align with the distinct requirements of Rooftop installations and other notable ventures.

Q Can you share any future plans or goals for your company in the Solar industry, and how you plan to achieve them?

At present, we are charting a course towards global expansion, fuelled by our steadfast commitment to the dynamic landscape of green technologies and clean energies within the Solar industry. Our vision extends beyond borders as we aspire to attain a prominent global standing in this transformative era.

To realize this ambitious goal, we are harnessing scientifically tested cutting-edge tools and leveraging trending technologies that align with our mission for sustainable growth. Our strategic initiatives include the optimal utilization of our production facility, earmarked for diverse purposes such as state-of-the-art laboratories, production of optical fibre cables, instrumentation cables, HT cables, and other critical components. This comprehensive approach underscores our commitment to not only keep pace with industry advancements but also to lead innovation and drive the future of sustainable energy solutions.

As we embark on this exciting journey, we remain dedicated to maintaining the highest standards of quality, efficiency, and environmental responsibility. We look forward to the challenges and opportunities that lie ahead, confident that our unwavering commitment to excellence will propel

us toward achieving new milestones in the global solar industry.

Q How is WAA Cables catering to the rising demand of the energy sector especially if we talk 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 encompasses the integration of digital technologies, sensors, and communication networks into traditional power infrastructure, enabling real-time monitoring, automation, and optimization of energy distribution.

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.

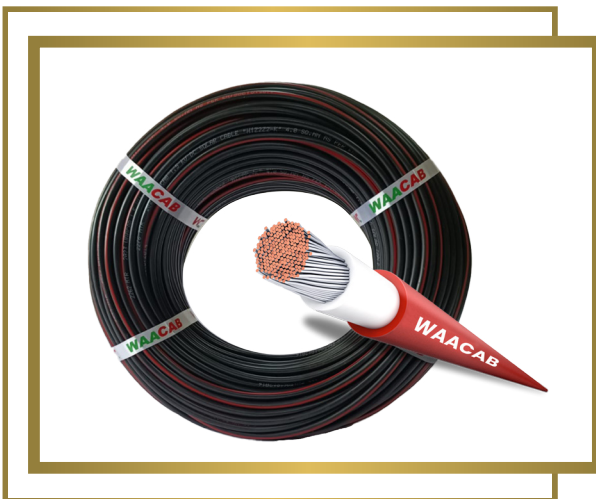
WAA Cables plays a pivotal role in supporting the integration of intelligent technologies within the energy infrastructure

Q Which innovative steps do the company follow to cope with the green energy goals?

Green energy goals refer to the collective efforts and targets set by governments, organizations, and industries 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 ecofriendly materials, optimizing 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 invest in research and development to create products that support renewable energy sources and promote energy conservation. Overall, their commitment to green energy goals involves a comprehensive approach towards sustainability in both products and operations.

Q How does WAA Cables stay ahead in a rapidly evolving technology landscape?

The wires and cables industry is undergoing a rapid and transformative technological evolution for several reasons, each contributing to the sector's pursuit of improved performance, efficiency, and sustainability: Increasing Demands for Data Transmission, Advancements in Telecommunications, Renewable Energy Integration, Smart Grid Technologies, Electric Vehicles (EVs) and Charging Infrastructure, Industry 4.0 and Automation, Environmental Concerns and Sustainability, Emerging Materials and Nanotechnology, Consumer Electronics Innovations, Global Connectivity Needs and Research and Development Investments.

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Q Can you shed light on the expectations from the InterSolar event as your company prepares to take part?

Certainly! Our expectations for the InterSolar event are quite high as our company prepares to

participate. We see this event as a prime opportunity to showcase our latest innovations and solutions in the solar energy sector. At WAACAB, we're on a mission to pave the way for a Greener Tomorrow through our Sustainable Power Solutions. Our dedicated team is geared up to connect with industry experts and share insights with fellow professionals at Intersolar Exhibition.

Our primary goals include:

Networking and Partnerships: We aim to connect with key industry stakeholders, potential partners, and decision-makers to explore collaboration opportunities and forge strategic partnerships.

Market Exposure: Participating in InterSolar allows us to enhance our brand visibility and increase market exposure, both locally and internationally. We expect to reach a diverse audience of industry professionals and enthusiasts.

Knowledge Sharing: We look forward to be part of different panel discussions, workshops, and knowledge-sharing sessions to contribute our expertise and insights to industry conversations and learn from other experts in the field.

Lead Generation: InterSolar provides an excellent platform for lead generation and customer acquisition. We anticipate engaging with potential clients and generating quality leads that can translate into future business opportunities.

Overall, we view InterSolar as a pivotal event that will not only allow us to showcase our capabilities but also foster meaningful connections, drive innovation, and contribute to the advancement of the solar energy industry.

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LEADING MONTHLY MAGAZINE ON RENEWABLE AND GREEN ENERGY

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