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Interview



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INTERVIEW



MS. RUCHI SHAH
HEAD OPERATIONS
WAA CABLES PVT. LTD.

“The approvals from NTPC and SJVN significantly boost WAACAB’s reputation in the energy sector. Both NTPC, a leading thermal power generator, and SJVN, a major hydropower producer, are known for their strict quality standards.”

Q ■ **Could you give us a brief overview of your company, and its trajectory in the cable manufacturing industry?**

WAA Cables Pvt Ltd, founded in 2019, has quickly established a strong reputation in the cable manufacturing industry by delivering reliable and high-performance cable solutions. Our growth has been fueled by a steadfast commitment to technological advancement and uncompromising quality, enabling us to expand our product range and refine our manufacturing processes. With a robust presence in regional markets, we are now focused on leveraging our expertise to explore new opportunities, address emerging industry needs, and drive innovations in smart technology and sustainable practices.

Q ■ **In what way does your company differ from other cable manufacturers in the Market?**

WAACAB differentiates itself from other cable manufacturers through our unwavering commitment to innovation, quality, and sustainability. We prioritize substantial investment in research and development, allowing us to pioneer cutting-edge technologies and utilize advanced materials. Our products undergo rigorous quality assurance processes, ensuring they consistently meet the highest industry standards. Moreover, our dedication to sustainability is evident in our incorporation of eco-friendly practices and materials, which sets us apart in a competitive market.

Q ■ **How do WAACAB's approvals from NTPC and SJVN impact the company's standing in the industry?**

The approvals from NTPC and SJVN significantly boost WAACAB's reputation in the energy sector. Both NTPC, a leading thermal power generator, and SJVN, a major hydropower producer, are known for their strict quality standards. Having WAACAB's solar cables approved by these industry giants underscores the high performance and durability of our products. This not only reaffirms the trust in our solutions but also opens doors to larger projects, reinforcing our role as a key player in the renewable energy market. These endorsements highlight our dedication to quality and innovation, positioning WAACAB as a reliable partner in driving the

transition to sustainable energy.

Q ■ **Would you elaborate on some of the recent trends or demands seen in the cable and wire industry, especially in the realm of solar applications?**

Recent trends in the cable and wire industry, especially within solar applications, highlight a growing demand for cables and connectors that offer higher efficiency and enhanced durability. As solar installations increasingly operate in extreme environmental conditions, there is a strong emphasis on developing components that can reliably withstand these challenges while maintaining peak performance. Another significant trend is the integration of smart technologies, with a rising demand for cables that support real-time monitoring and diagnostics, ensuring seamless operation within modern, tech-driven solar systems. Additionally, sustainability continues to be a driving force, with the industry moving toward the use of eco-friendly materials and processes to reduce environmental impact while meeting stringent performance standards.

Q ■ **What is your approach to testing and quality assurance, especially for critical items like solar connectors?**

Our approach to testing and quality assurance is comprehensive and multi-layered, designed to uphold the highest standards of performance and safety. For critical items like solar connectors, we implement rigorous testing protocols that encompass electrical, mechanical, and environmental assessments. This includes high-voltage testing, thermal cycling, and exposure to extreme environmental conditions to ensure that our products are reliable and durable. Our quality assurance processes are meticulously designed to identify and resolve any potential issues before our products reach the market, ensuring their consistent performance and safety in even the most demanding applications.

Q ■ **What are the biggest obstacles currently facing the cable manufacturing industry and how is your company going to tackle them?**

The cable manufacturing industry is currently