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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. We have launched ACDB, DCDB and PV Array Junction boxes, offering a complete range which is suitable for different Solar Power Applications.

Q. What are some of the features that make solar cable different from other applications?

Solar PV photovoltaic cables are designed exclusively for interconnections in photovoltaic solar power system. It is useful for outdoor applications and extreme weather conditions like moisture, sunlight, heavy rainfall, dust storm etc. These cables transmit the power extremely well even in very hot temperatures. Solar PV cables are used throughout the entire lifespan of the solar panel, which is typically 25 to 30 year. Solar DC Cables are installed specifically with solar panels & solar projects in mind, so their design always reflects the latest trends and

innovations in the solar industry. Photovoltaic Wire comes in different voltages and have a tinned copper conductor. Like WAACAB Solar DC Cables, which comes with Ozone resistance, UV resistance, it can withstand a wide temperature range, typically -40 deg C to 120 deg C. It can also withstand mechanical stress such as compression, tension, bending and shear load.

Q. In compliance with environmental regulations, are these cables a handful?

Definitely, being a part of a group, which is doing great in a "Go Green" initiative of the Indian Government we are doing our bit. We have RoHS approval for our products

which are mainly for Restriction of Hazardous Substances in electrical components. Also, our products are CE certified which means these are deemed to meet European Union safety, health and environmental protection requirements.

Even at the manufacturing facility there is always a SOP for the usage of certain materials, waste disposal, workers health and safety, etc. That's how we contribute towards a healthier environment.

Q. How can your industry be broadly categorized in different cables?

Application wise Wires and cable industry has a big market base for House wires which are stranded wires, Submersible Cables, Flexible cable, Solar cable, Armoured cables both for LT and HT applications. Apart from these there are many niche markets for the specialized cables like OFC, Battery cable, LAN cables, etc.

Q. What are the challenges you face in the market?

One major challenge we face is volatility in the raw material prices. As in the recent past due to international circumstances there was a steep rise in the prices of Copper, Tin, Aluminum which directly impacts the bottom-line. Even an increase in exchange rates also causes a shrink in the profits. In some areas we have found counterfeit products of our popular products which causes brand dilution among our customers and dealers.

Q. The increasing trend of Renewable energy especially solar projects in emerging economies, how does it complement your growth and development?

It directly compliments us in the growth across the globe. For example, India has a target of 500 GW renewable energy commitment by 2030 of which more than 350 GW is through Solar space. By now we have achieved only 60 GW. So technically, we have to cover the same amount every year which we have covered in all these

years for the next 8 years. So, one can imagine the potential in this renewable sector. Not only for the Solar PV technology or the Solar Thermal Power plants, other renewable sources like wind energy or Hydro power, cable is the only medium to transmit power. The specific cabling requirements for solar energy transmission has also seen quite a growth inspiring to meet critical specifications. The choice of solar cables is critical as low efficiency, overheating, longevity problems (minimum life should be 25 years), and technical cabling losses have to be eliminated in such cables. E-beam cross-linking, special purpose compounding solutions (for sheathing and insulation), good conducting material, rigorous testing and authentic certifications are some of the norms being followed by us.

Q. What is WAA Cables foreseeing in upcoming years?

In terms of topline, we aspire to grow exponentially as we are still young and in early years the potential is always huge. We still have lots of untapped markets in India and are exploring the new markets globally as well. Another thing which shall be constant in WAACAB is change. There are changes in market dynamics and technology and we shall be giving adequate time for the research and study to bring modern technologies in order to upgrade the quality as required by the industry.

Q. What are the key industry trends in the market currently?

Solar PV could cover a quarter of global electricity needs by mid-century, becoming the second largest generation source after wind. Global capacity must reach 18 times current levels, or more than 8 000 gigawatts by 2050.

Solar customers want to save money and the environment. Today's consumers are more concerned about the environment than ever before. In fact, the primary motivators for going solar are saving energy and reducing environmental impact. ●●●

