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WAACAB's new range of cables to meet growing demands for the EV sector

Satyam Khamar
Head, BD & Planning,
WAA Cables

These advanced EV cables enhance performance and safety with fire-retardant features and eco-friendly materials, setting high-reliability standards.

The increased emphasis on quality standards and regulatory compliance raises industry benchmarks and fosters a competitive, forward-looking market environment. These trends align well with WAACAB's strategic goals, supporting its commitment to technological advancement and sustainability. Satyam Khamar shares insights into the strategies and recent developments in talks with the EPR Magazine.

How do you view the recent developments in India's wires and Cable industry?

The recent developments in India's cable and wire manufacturing sector are both promising and transformative. The industry is experiencing significant growth due to rapid urbanisation, infrastructural advancements, and a heightened focus on renewable energy. Government initiatives, such as the National Solar Mission and investments in smart grid infrastructure, are driving innovation and creating new opportunities for specialised cables and components. Additionally, the increased emphasis on quality standards and regulatory compliance raises industry benchmarks and fosters a competitive,

forward-looking market environment. These trends align well with WAACAB's strategic goals, supporting our commitment to technological advancement and sustainability.

What innovations are making your products and solutions competitive in the market?

Several key innovations drive WAACAB's market competitiveness. Our advanced insulation materials significantly enhance our cables' durability and thermal performance, ensuring reliable operation in demanding environments. Our eco-friendly product lines demonstrate a strong commitment to sustainability without sacrificing performance. Recent approvals from NTPC and SJVN further validate our dedication to quality and reliability, setting new benchmarks in the industry and distinguishing us in the competitive market.

A standout innovation is our new range of EV cables, designed to meet the growing demands of the electric vehicle sector with cutting-edge technology that prioritises performance and safety. We also prioritise fire-retardant cable designs, which provide crucial protection by minimising flame spread and ensuring safety in critical applications. Additionally, our commitment to sustainability is reflected in our eco-friendly product lines, which are engineered to reduce environmental impact while maintaining high performance. These innovations not only address the evolving needs of

the industry but also set new standards for reliability and safety, distinguishing WAACAB's products in a competitive market.

What are your expectations from REI 2024?

At the 17th Renewable Energy India (REI) event, we will focus on presenting a comprehensive range of products, including DC cables, AC cables, earthing cables, flat submersible cables, and armoured and unarmoured cables. We will also showcase connectors, AC Distribution Boxes (ACDB), DC Distribution Boxes (DCDB), Array Junction Boxes (AJB), and LT Panels. A major highlight will be the launch of our new EV cables, marking a significant innovation in our product line. This showcase highlights the breadth of our offerings and demonstrates our commitment to advancing technology in the cable and wire sector.

Our objectives include connecting with industry leaders, potential clients, and partners to foster new business relationships and explore collaborative opportunities. The expo will provide a valuable platform to highlight our latest innovations and emphasise our commitment to sustainability. We also aim to gain insights into emerging trends and market dynamics to guide our strategic direction while reinforcing our brand presence and solidifying our position as a market leader. ⚡



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