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Interview



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Ms. VIRALI SHAH
SENIOR MANAGER-SALES &
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WAA CABLES PVT. LTD.

“Our focus on solar applications plays a crucial role in advancing India’s renewable energy mission. We provide reliable products designed to power clean energy projects such as the KUSUM Project and the PM SuryaGhar Yojana, which encourage decentralized solar installations for both rural and urban households.”

Q What are the core values that drive your company, and how do these values reflect in the company's products and operations?

Our core values—quality, innovation, sustainability, and customer satisfaction—are deeply embedded in every aspect of our operations. We ensure quality by adhering to the highest standards, backed by certifications such as TÜVRheinland, ISO, BIS, TUV, IEC, RoHS, CE, and EN 50618:2014, which demonstrate our commitment to meeting international benchmarks. Our focus on innovation is evident in our diverse product range, including solar cables, housing wires, flat submersible cables, connectors, ACDB-DCDB-AJB, and LT panels, all designed to cater to the growing needs of the renewable energy and infrastructure sectors. As part of the green energy movement, we emphasize sustainability by developing eco-friendly and durable products, such as EN 50618-certified solar cables that are long-lasting and recyclable, reducing environmental impact. Lastly, we prioritize customer satisfaction by delivering reliable, high-performance products tailored to meet the specific needs of our clients, fostering long-term partnerships and trust.

Q How does the company ensure the quality and durability of its solar cables, connectors, ACDB, and DCDB, specifically for solar energy applications?

We ensure the quality and durability of our solar cables, connectors, ACDB, and DCDB by adopting a comprehensive approach. Our products are made from high-grade, weather-resistant, and UV-stabilized compounds, ensuring long-term performance even in harsh environmental conditions. We conduct thorough testing for thermal stability, insulation resistance, flame retardance, and UV resistance, which guarantees the reliability and safety of our products in solar energy applications. Additionally, our solar cables comply with international standards such as EN 50618:2014 and IEC, demonstrating their suitability for solar installations. We also offer customized solutions designed to meet the unique requirements of solar projects, ensuring seamless integration and optimal performance. By combining

premium materials, stringent testing, and industry certifications, we deliver products that provide superior durability and efficiency for the renewable energy sector.

Q How is your company addressing the increasing demand for sustainability in cable manufacturing, particularly within the solar energy industry?

We actively embrace sustainability by integrating eco-friendly practices throughout our operations. We continuously optimize our manufacturing processes to reduce carbon emissions and energy consumption, supporting a greener production model. Our focus on solar applications plays a crucial role in advancing India's renewable energy mission. We provide reliable products designed to power clean energy projects such as the KUSUM Project and the PM SuryaGhar Yojana, which encourage decentralized solar installations for both rural and urban households. By contributing to these government initiatives, we not only promote sustainability but also support the broader goal of increasing solar energy adoption across the country. This commitment reflects our dedication to producing durable, efficient, and environmentally responsible products that contribute to a sustainable future.

Q What do you expect for the future of the cable industry over the next 5-10 years, especially regarding technological innovations and market trends?

The cable industry is set to undergo significant transformation in the coming years. Technological innovations will play a pivotal role, with advancements in smart cables, IoT-enabled monitoring systems, and high-voltage DC cables enhancing energy transmission efficiency. The growing emphasis on renewable energy will drive demand for specialized cables tailored for solar, wind, and other green energy applications. Sustainability will become a key focus, as eco-friendly manufacturing practices and greener products gain prominence due to stricter environmental regulations. Global expansion will be fueled by rapid industrialization in emerging markets, increasing the demand for high-quality cables across various sectors. Additionally,

automation and AI will revolutionize manufacturing processes, improving efficiency, consistency, and scalability. These trends collectively position the cable industry for a dynamic and innovative future.

Q What are the company's short-term and long-term goals, and are there any specific projects or initiatives it is excited about?

Short-Term Goals:

- **Solar Sector Expansion:** Enhance our footprint in the rapidly growing solar energy market by increasing production and marketing efforts for our products.
- **Customer-Centric Solutions:** Launch customized products to address specific industry needs, such as specialized cables for industrial automation.

Long-Term Goals:

- **Diversification into New Markets:** Expand our product offerings to cater to emerging industries such as electric vehicles (EVs), energy storage systems, and smart grids.
- **Global Expansion:** Enter international markets in regions like the Middle East, Africa, and Europe, leveraging our certifications and quality benchmarks to establish WAACAB as a trusted global brand.
- **Sustainability Leadership:** Commit to developing eco-friendly and recyclable cables to support the renewable energy movement and strengthen our position as a sustainability-driven manufacturer.
- **Revenue Milestone:** Double our revenue within the next three years by leveraging innovation, technology, and strategic collaborations.

Exciting Initiatives:

- **Green Energy Projects:** Active participation in flagship renewable energy programs such as

KUSUM and PM SuryaGhar Yojana, which aim to promote solar energy for agricultural and residential use.

- **Product Innovation:** Launching high-performance cables designed to meet the increasing demand for reliability and durability in industrial applications.
- **Technology Integration:** Investing in smart manufacturing technologies to deliver unparalleled quality and efficiency.

Through these focused goals and initiatives, we aim to drive sustainable growth, foster innovation, and contribute significantly to India's renewable energy mission and the global cable industry.

Q What strategies does the company have in place to strengthen its leadership position in the industry and sustain its success in the future?

Our strategies to strengthen our leadership position in the industry and sustain long-term success focus on several key areas. We prioritize product excellence by continuously enhancing quality to exceed international standards and customer expectations. Significant investments in research and development (R&D) ensure we remain at the forefront of innovation and deliver cutting-edge solutions. As a sustainability-driven company, we are committed to green manufacturing practices and actively support renewable energy initiatives. Our customer-centric approach emphasizes building strong relationships through tailored solutions and exceptional after-sales service. To solidify our market presence, we are intensifying our marketing and branding efforts, positioning WAACAB as a trusted and globally recognized name. Additionally, we invest in a skilled workforce, offering training programs to keep our team updated on the latest technologies and market trends. These strategies collectively enable us to maintain our leadership in the cable industry while ensuring long-term growth and success. ^{RM}

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