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## MR. ANIL GUPTA

CMD, KEI INDUSTRIES LTD.

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INTERVIEW

**Ms. RUCHI SHAH**  
HEAD-OPERATIONS  
**WAA CABLES PVT. LTD.**

“The cable manufacturing industry faces several challenges, and at WAACAB, we address them through strategic initiatives. Raw material price volatility is one of the key concerns, which we mitigate by forming long-term agreements with trusted suppliers to stabilize costs and ensure a consistent supply.”

**Q What distinguishes your company from other cable manufacturers in terms of quality, innovation, and performance?**

What distinguishes WAACAB from other cable manufacturers is our commitment to quality, innovation, performance, and a strong customer focus. We adhere to the highest international standards, holding certifications like EN 50618:2014, ISO, BIS, TUV, RoHS, and CE, which ensures that our products are reliable and meet global benchmarks. We are dedicated to innovation, continuously developing advanced solutions for renewable energy applications and staying ahead of industry trends. Our focus on performance is evident in our use of high-grade materials, such as pure electrolyte-grade copper, which guarantees optimal conductivity, efficiency, and durability, even under extreme conditions. Furthermore, our customer-centric approach—offering tailored solutions and exceptional after-sales support—sets us apart, helping to build long-term trust and strong partnerships with our clients.

**Q Could you give us an overview of the different product categories your company manufactures, including power cables, flexible cables, and the others?**

Our diverse product portfolio includes a wide range of cables designed to meet various industrial and residential needs. Power cables, both armoured and unarmoured, are designed for high voltage and industrial applications, ensuring safety and efficiency. Our flexible cables are known for their durability and high performance, making them suitable for residential, commercial, and industrial settings. We also manufacture flat submersible cables, ideal for submersible pumps used in the agricultural and industrial sectors. Our solar cables, certified under EN 50618:2014, are specifically designed for renewable energy applications,

offering excellent UV and weather resistance. We also offer customized solutions tailored to meet the unique requirements of our clients and specific applications.

**Q Will you explain how the use of pure, electrolyte-grade copper in your product contributes to the performance of your cables and sets them apart from others?**

The use of pure electrolyte-grade copper in our cables significantly enhances their performance and sets them apart from others in the market. This high-quality copper ensures higher conductivity, which reduces energy losses and improves overall efficiency. Copper's natural durability also contributes to the longer lifespan of our cables, as it is resistant to oxidation and corrosion, even in harsh environments. Additionally, the superior quality of the copper provides better flexibility, which is essential for applications that require frequent movement or bending. Finally, our strict manufacturing processes guarantee consistent quality, making our cables more reliable compared to those made with lower-grade materials commonly used by competitors.

**Q What testing and quality control processes are implemented to ensure the durability, safety, and performance of your cables?**

We have implemented a multi-layered quality control system to ensure the durability, safety, and performance of our cables. The process begins with raw material testing, where we ensure that all materials meet stringent quality standards before production. During manufacturing, in-process testing is conducted to check parameters like insulation thickness, conductor resistance, and dimensional accuracy, ensuring consistency throughout the production cycle. Once the cables are complete, final testing is carried out, including comprehensive assessments for dielectric strength, flame resistance, thermal endurance, UV stability,

and mechanical performance. Additionally, every product undergoes rigorous testing to ensure compliance with global certifications like EN 50618, ISO, and RoHS, guaranteeing that our cables are safe, durable, and suitable for various applications.

**Q. What are the biggest challenges currently facing the cable manufacturing industry, and how does your company address them?**

The cable manufacturing industry faces several challenges, and at WAACAB, we address them through strategic initiatives. Raw material price volatility is one of the key concerns, which we mitigate by forming long-term agreements with trusted suppliers to stabilize costs and ensure a consistent supply. Sustainability demands are also increasing, and we actively invest in eco-friendly manufacturing processes while developing RoHS-compliant, recyclable products to meet environmental standards. In response to the technological advancements in the industry, we maintain a dedicated R&D team that drives constant innovation to keep us competitive. Additionally, market competition is fierce, but we set ourselves apart by offering certified, high-performance products tailored to meet specific customer needs. Lastly, we adhere to global standards compliance, ensuring that our products not only meet but exceed international certifications and benchmarks, providing customers with reliable and safe solutions.

**Q. Could you tell us about any significant partnerships or collaborations your company has established to improve its offerings or broaden its market**

**presence?**

At WAACAB, we value strong collaborations that help us enhance our products and extend our market reach. Our partnerships with certifying bodies such as TÜVRheinland, BIS, and others ensure our products consistently meet

international standards, adding credibility and fostering trust with global customers. We are also deeply involved in renewable energy projects, including the KUSUM Project, aligning ourselves with India's push for sustainable and green energy solutions. By partnering with technology providers, we've enhanced our manufacturing capabilities, integrating advanced automation and precision technology to improve quality and efficiency.

**Q. What are the company's growth and expansion strategies for the coming years, especially regarding product development or entering new markets?**

WAACAB has an ambitious growth and expansion strategy for the coming years, with a focus on both product development and market expansion. We plan to broaden our product portfolio by introducing solutions for emerging industries, such as electric vehicles (EVs) and smart grids, to keep pace with evolving market demands. Our market expansion efforts will target regions in Asia, Africa, and Europe, where there is a growing need for high-quality cables. We also remain committed to sustainability, introducing more eco-friendly products to support renewable energy and green initiatives. On the digital transformation front, we're enhancing our manufacturing processes and customer support systems through advanced digital tools and IoT-enabled technologies. <sup>EM</sup>

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