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# LEADING INDIA TO ENERGY INDEPENDENCE



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Specialists from power utilities, renewable energy leaders, and technology experts discuss the importance of green and clean generation and distribution and their ideas for attaining a net-zero power sector in the future.



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# Ongoing energy transition will open multiple business opportunities



**Ketan Vora**  
Director,  
WAA Cables Pvt. Ltd.

“We are meticulously researching ways to increase the longevity of solar cable to offer the best and most long-lasting product to our consumers.

**W**aa Cables has been awarded “Vyapaar Ratna”, and “Best Product of the Year - 2022” in the Wires and Cables

Category by Vyapaar Jagat. “Honouring industry leadership, it reflects the company’s commitment towards the safest wires. We extend gratitude to all our stakeholders, customers, business partners and employees for their continuous contribution, says Ketan Vora, Director of WAACAB.

## Business opportunities for ELECRAMA

ELECRAMA is the flagship showcase of the Indian Electrical and Allied electronics Industry ecosystem and the largest congregation of the power sector ecosystem in the geography. ELECRAMA brings together the complete spectrum of solutions that powers the planet from source to socket and everything in between. I am pleased to see the near-time focus of this event is on energy transition, displaying innovation and future technology which is in line with the Government of India’s Vision. For the industry’s growth and success, certain areas present unlimited business opportunities in the future including start-ups and new businesses where massive capital investments are being made i.e. Railways, Metro, Airport, Defense, Smart Cities, Buildings, and the EV ecosystem; small, medium and micro-businesses should be able to participate in the global supply chain as well; to reinforce the core of transmission and distribution, electrical products and equipment must be reliable, high-quality, and safe.

## Performance index of green and smart cables in India

I am personally very optimistic about its growth by environment friendliness for our planet earth. Green wires can reduce their impact on the environment. In the next 8 to 10 years residential structures will consume electricity at a rate five times greater than commercial buildings as per the present growth rates in residential and commercial electricity consumption. To further advance sustainability and efficiency, we must aggressively pursue plans and invest in building green structures.

Smart buildings using green cables can reduce energy consumption by 20 to 40 percent compared to its current level. From an energy perspective, a smart city will be able to optimise the electricity consumption of the city by being able to record real-time data about different residential, commercial, and industrial spaces.

## Global factors are adding cost complications for customers

Many geopolitical factors prevailed nowadays like a war between countries, global pandemic, economic slowdown and economic crisis faced by a country, government change over etc. The present war going on at Europe and Russia border has been impacting the supply of raw materials required in our industry hence affecting the price as well.

## What investments are you planning to add to your R&D in 2023?

Through our ongoing R&D efforts, we are meticulously studying increasing solar cable’s longevity to offer the best and most long-lasting product to our customers. There are also pipeline research and development initiatives into green and smart cable looking forward to delivering environment-friendly products. In the Gujarat state’s hub location Gandhinagar, a dedicated space from the large area of our 250000 square feet plant will be utilised for all these developments along few other developments such as; laboratory, instrumentation cables, HT cables and backward integration with project investment planning of around 1 million USD including R&D.

