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## DISCOMS PRIVATISATION: A STEP TOWARDS EFFICIENCY

*Private energy companies must compete with government-backed entities such as NTPC, BHEL and Power Grid, often offering more stable job security and better benefits.*

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## WAACAB ensures compliance in a transforming energy sector

*The company is actively collaborating with industry stakeholders to supply premium cables that meet the highest efficiency and safety benchmarks, ensuring that power transmission is reliable and future-ready.*

The privatisation of power distribution in India is set to transform the wires and cables industry, creating new opportunities and challenges for manufacturers. As private Discoms prioritise efficiency, reliability and modernisation, the demand for high-quality, certified cables will surge. WAACAB is well-positioned to lead this shift with its globally certified products, advanced R&D and commitment to innovation. WAACAB ensures its solutions align with evolving industry needs by focusing on superior conductivity, durability, and smart cable technology. With anticipated regulatory changes and increasing competition, only manufacturers with cutting-edge technology and cost-optimised, high-performance solutions will thrive in this dynamic landscape. Let us explore the wires and cables industry more in discussion with Gaurang Punjabi.

### How will WAACAB maintain premium quality while optimising costs in the competitive power distribution market driven by privatisation?

Privatising power distribution will drive intense competition where only manufacturers with high-quality certified and innovative solutions will thrive. At WAACAB, we are well-positioned to meet this challenge with our globally certified cables (EN 50618:2014 TÜV Rheinland, ISO, BIS, CE, etc.) and a strong focus on R&D. Our advanced manufacturing processes and stringent quality control ensure that our products meet the evolving needs of private Discoms and large-scale infrastructure projects. The key challenge will be maintaining premium quality while optimising costs, but our technological advancements and production efficiency give us a competitive edge.



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**Gaurang Punjabi**  
Head-Techno Commercial  
WAA Cables Pvt Ltd

### How is the company innovating to meet the rising demand for high-performance, long-lasting cables?

With privatisation, Discoms will aim to enhance efficiency and service reliability, increasing demand for high-performance, long-lasting cables. WAACAB is at the forefront of providing cutting-edge solutions for such modernisation projects. Our high-conductivity, low-loss cables are designed to minimise transmission inefficiencies and reduce downtime. Additionally, we are expanding our portfolio to include smart cables with advanced insulation and monitoring capabilities, ensuring our products align with the modernisation efforts of privatised power distribution networks.

### How is WAACAB innovating and ensuring compliance with evolving regulations to support efficiency, safety and sustainability in privatised power distribution?

The shift toward privatisation emphasises efficiency, and WAACAB plays a crucial role in this transformation. Our cables are engineered for superior conductivity, thermal stability, and durability, directly addressing the need for lower transmission losses. We are also innovating in fire-resistant and eco-friendly cable solutions that contribute to safer and more sustainable energy distribution. WAACAB is actively collaborating with industry stakeholders to supply premium cables that meet the highest efficiency and safety benchmarks, ensuring that power transmission is reliable and future-ready.

As the country's power sector advances, stricter regulations on energy efficiency, fire safety and material sustainability are expected. WAACAB is ahead of the curve, already complying with globally recognised certifications such as TUV, IEC, and RoHS. Our manufacturing processes are aligned with anticipated regulatory shifts, ensuring our cables exceed industry benchmarks. Additionally, we are investing in research to develop next-generation smart cables that integrate with evolving power infrastructure requirements, ensuring long-term compliance and reliability.

