

# ELECTRICAL MIRROR

An Outlook of The Electrical & Power Industry

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# INTERVIEW



**Ms. Ruchi Shah**  
Head-Operations  
WAA Cables Pvt. Ltd.



The rapid growth of solar parks and distributed rooftop systems is reshaping our portfolio. We now offer UV-resistant, double-insulated DC cables, pre-assembled ACDB/DCDB/AJB panels, and MC4 and branch connectors to simplify on-site installation. Our go-to-market strategy focuses on EPCs and IPPs with turnkey cable-solutions that reduce procurement complexity and installation time.



[WWW.WAACABLES.COM](http://WWW.WAACABLES.COM)

**Q How does the company maintain its competitive edge in cable and wire technology, and what specific R&D initiatives or innovations are currently being prioritised to drive future growth?**

Our edge lies in engineering precision and a future-ready mindset. We invest over 4% of annual revenue in R&D, focusing on high-efficiency solar DC cables, next-generation fire-retardant compounds, and smart-monitoring solutions for predictive maintenance. Current initiatives include developing halogen-free, high-flexibility polymers and higher-ampacity conductors to meet the growing demands of utility-scale solar and EV infrastructure.

**Q In what way do you ensure consistent copper purity and material specifications across batches, and what quality control measures and benchmarks do you use to stay aligned with industry standards and competitors?**

We source 99.97% pure ETP-grade copper exclusively from certified suppliers and conduct triple-stage spectro-analysis—at inbound, mid-process, and pre-dispatch. Each batch is benchmarked to IEC 60228 and EN 50618:2014 standards, while automated annealing and laser-diameter checks ensure conductivity and resistance remain within a  $\pm 1\%$  tolerance.

**Q In light of your motto, “Connecting the Sun to Grid”, how is the evolving solar power market influencing your product portfolio and shaping your go-to-market strategy?**

The rapid growth of solar parks and distributed rooftop systems is reshaping our portfolio. We now offer UV-resistant, double-insulated DC cables, pre-assembled ACDB/DCDB/AJB panels, and MC4 and branch connectors to simplify on-site installation. Our go-to-market strategy focuses on EPCs and IPPs with turnkey cable-plus-panel solutions that reduce procurement complexity and installation time.

**Q Who do you consider to be your key competitors, and what unique factors contribute to your company’s edge,**

**both domestically and internationally?-to-market strategy?**

We consistently benchmark our performance against the highest industry standards. WAACAB’s edge lies in EN 50618 TÜV certification, fast lead times, and custom engineering for harsh environments. Our in-house compounding and vertical integration enable us to deliver bespoke specifications at scale—something few competitors can match.


**Q As electrical power grids evolve, do you foresee upcoming changes in standards or regulations that will necessitate new capabilities or specifications for cables and wiring?**

We closely track BIS, IEC, and CEA guidelines and are preparing for higher fire-safety ratings (Class Cca under CPR) as well as cables rated for 1500 V DC to meet the trend toward higher-voltage solar modules. We’re also investing in recyclable insulation compounds to align with upcoming extended-producer-responsibility norms.

**Q Are there any emerging applications or sectors that your company plans to prioritise or focus on more aggressively moving forward?**

Beyond solar, we’re positioning for growth in green hydrogen facilities and nationwide EV charging networks. Our R&D pipeline includes low-loss, high-flex cables tailored for ultra-fast EV charging and corrosion-resistant submersible solutions for offshore wind deployments.

**Q What key trends do you anticipate shaping the wire and cable industry in the coming decades and how is your company strategically positioning itself to adapt and thrive in this evolving landscape?**

Over the next two decades, the electrification of transport, grid digitisation, and large-scale renewable integration will accelerate demand for smarter, safer cables. We’re preparing with IoT-enabled cable-health sensors, AI-driven predictive quality control, and a circular-economy design philosophy—delivering products that are both high-performance and fully recyclable. 

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