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KETAN VORA
MANAGING DIRECTOR
WAA Cables Pvt. Ltd.

WAACAB provide world class quality products. Our motto is 'Connecting the Sun to Grid', our solar segment delivers solar cables, solar connectors, branch connectors, ACDB, DCDB and AJB to all end users. Our 99.97% pure electrolyte grade copper offers highly conductive copper wires. We have a large area of 250000 square feet that is being utilized for laboratory, instrumentation cables, HT cables, backward integration and other developments.

Q. Tell us about WAA Cables product and solutions offering for the domestic market?

Very recently, WAACAB has been awarded as “Vyapaar Ratna”, “Best Product of the Year - 2022” in the wires & cables category by Vyapaar Jagat during a mega growth show held at World Trade Center, Mumbai. Honoring industry leadership, it reflects the company’s commitment towards most safest wires. We extend gratitude to all our stakeholders, customers, business partners and employees for continuously building the brand “WAACAB”

Our exclusive & wide range of world class quality product mix offers eco friendly and non hazardous cables & wires for solar as well as housing & other segments. With the motto of ‘Connecting the Sun to Grid’, our solar segment delivers solar cables, solar connectors, branch connectors, ACDB, DCDB and AJB to all end users. While our wires & cables segment delivers house wires, flat submersible cables, earthing cables, welding cables, rubber battery cables, aluminum/copper armoured & unarmoured 3C, 3.5C and 4C cables. ‘Jawaabdari Hamaari, Aapko Sirf WaaCab Lagaani’ is our sole slogan here.

Q. What is the USP which makes you different from other manufacturers?

- Our 99.97% pure electrolyte grade copper offers highly conductive copper wires
- High temperature bearing capacity of our wires and cables comparatively to other players’
- Best finishing of insulation, also provides PVC, XLPE, XLPO, EPR, EBXL and NBR
- In solar cables and flat submersible cables, our conductor is of maximum diameter in the industry.
- We are offering complete range of connectors having highest global quality standards as compared to other players’

Moreover today, we are the 1st one in the business who have initiated this kind of easy, simple and hassle free process of ‘Unsecured Finance’ for all our channel partners, distributors and customers through a digital platform for financing projects and trading business.

Q. Are you coming with any new development in your products?

In the Gujarat state’s hub location Gandhinagar alongside our plant space, large area of 250000 square feet is being utilized for laboratory, instrumentation cables, HT cables, backward integration and other developments.

Q. Who are your core customers in India and export?

We deliver our products to every end user through our various channel partners in India such as; Dealers, Distributors, Super Stockiest and Franchisee Partners. We are an approved brand in GeM – Government e-Marketplace, R&B Gujarat, PWD Himachal Pradesh, TPCODL Odisha, CREDA Chhattisgarh and supplied to PGVCL, Kerala Tenders, Odisha Tenders and other reputed government agencies through our channel partners and eligible for government tenders like MSEDCL, JREDA, KREDA, GEDA, PEDDA, CREDA and others.

Today, we are also exploring our global horizons and moving forward with an ambition to reach worldwide heights in the new era of green technologies and clean energies by joining hands to grow together ...

Q. How do you see the Cable market in the coming few years?

The market is projected to grow from USD 210.23 billion in 2023 to USD 294.73 billion in 2029, exhibiting a CAGR of 5.7% during the forecast period. The Indian wire and cable industry has shown steady growth post pandemic, most of the cable companies have posted healthy results. The electric wire and cable market in India is expected to grow by USD 1.65 billion, at a CAGR of almost 4% during 2021-2025. This growth outlook seems attainable seeing heavy investment from the Government in infrastructure, expansion in renewable sector and electric vehicles adoption rate.

Q. What are the challenges you stand against in export?

Yes, we find few challenges during our products export like border control and distribution laws, logistic planning part, understanding legalities and regulatory environment into each market, unpredictability in currency exchange rate based on economic and political change, unsure about product’s catch due to their local preferences/ trends, cross culture factors & various market demographics.



Cable Excellence Award

Awarded to WAA Cables Pvt. Ltd

India's leading cables & wires manufacturer based at Gandhinagar, Gujarat, having a global vision to provide high quality and cost effective cables & wires, with the mission to provide wide range of products covering vast industry range. WAACAB provides exclusive & wide range of world class quality product mix offers eco-friendly and non hazardous cables & wires for solar as well as housing & other segments.

Award received by-Ketan Vora— Managing Director & CEO at WAA Cables Pvt. Ltd. (WAACAB), Founder Member, Visionary and Torchbearer driving Business Scale up, Expansions and Market Development and Rashmi Vora— Director of Operations at WAA Cables Pvt. Ltd.



Best Start-up of the Year

Awarded to B-Solar Consultant & Engineer Pvt. Ltd.

B-Solar Consultant & Engineer Pvt. Ltd is a leading provider of technical and experienced solar EPC solutions in India. The products and services covers residential, commercial, industrial, and utility-scale projects, and our team of experts is equipped to handle solar projects from 100 kWp to 1 MWp in the states of Gujarat, Maharashtra, Madhya Pradesh, and Rajasthan. With 21+ MW of EPC experience, They offer in-house design and simulation capabilities to generate optimum output. As an ISO 9001:2015 certified and recognized startup company, They are committed to delivering high-quality customized solutions and continuously adopting new technology and building partnerships with leading global technology providers.



Dynamic Personality of the Year

Awarded to Chintan Shah | Director | EnSave Energy Pvt. Ltd. Year of Experience: 20 in the Field of Power Monitoring & Management System

Achievements: Transform Power sector from Analog to Digital

