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adani  
Solar

The Adani Solar logo is positioned in the upper right quadrant of the cover. It features the word 'adani' in a white, lowercase, sans-serif font, with a thin horizontal line underneath it. Below the line, the word 'Solar' is written in a smaller, white, sans-serif font. The background of the logo area is a clear blue sky with a few white clouds.

Dawn of a  
new era in the  
Solar Revolution

The main cover image depicts a vast field of solar panels stretching towards the horizon. The sun is low on the horizon, creating a bright, warm glow and lens flare effects across the panels. A large, multi-colored rainbow arches over the solar field, its colors appearing as if they are made of translucent, overlapping bands. The overall scene is bright and optimistic, symbolizing the dawn of a new era in renewable energy.

## WAA Cables; pioneering in excellence and innovation



**T**he FMEG (Fast Moving Electrical Goods) market in India is a vibrant, high-energy sector experiencing rapid growth, positioning itself as a flourishing global industry. Driven by increasing disposable incomes, urbanisation, and the demand for electronic appliances, this market boasts a staggering valuation of US\$20 billion. With a projected CAGR of 10–12 percent over the next five years, its potential for expansion remains promising. Amidst this dynamic landscape, a remarkable opportunity awaits a standout player in the cable and wire sector.

At the helm of WAA Cables is the visionary Managing Director, Ketan Vora, a courageous torchbearer with a storied history of association with India's largest energy groups, both domestically and overseas. Leveraging this experience, Vora spearheaded the establishment of WAA Cables' state-of-the-art facilities across multiple locations. Under his leadership, the company is poised to become India's most trusted brand in the market, guided by the mantra "GET TOGETHER & GROW TOGETHER."

### A trailblazing venture emerges

Founded in 2019, WAA Cables Private Limited has its headquarters situated in the vibrant city of Gandhinagar, Gujarat. It boasts an awe-inspiring

manufacturing process that has garnered recognition and accolades. Notably, WAA Cables was awarded 'Best Quality Product of the Year 2022' by Vyappar Jagat, 'Cable Product of Excellence 2022–23' by Industrial Outlook, and '10 Most Promising Fast Moving Electrical Goods Brands in India 2023' by Silicon India. Furthermore, the company received the prestigious "INDIA 5000 Best MSME Award 2023 for Quality Excellence" from Benchmark Trust and the "Fastest Growing Indian Company Excellence Award 2023" from the International Achievers conference.

### Championing quality and innovation

WAA Cables distinguishes itself from its competitors by offering world-class cable solutions of the highest quality assurance, particularly tailored for the renewable energy and electric vehicle (EV) sectors. Mr. Ketan Vora emphasises the company's unwavering mission to uphold stakeholder commitment, coupled with a visionary outlook to provide top-notch cables and wires that exemplify both superiority and cost-effectiveness, ensuring utmost client satisfaction.

### A Diverse Repertoire of Offerings

The company's repertoire encompasses a captivating array of offerings, ranging from solar cables, flat submersible cables, and house wires to earthing cables, welding cables, and rubber

battery cables. Its commitment to renewable energy is reflected in the motto "Connecting the Sun to the Grid," wherein WAA Cables delivers solar cables, connectors, and ACDB/DCDB to end users.

### Commitment to Uncompromising Standards

WAA Cables Pvt. Ltd. holds the EN 50618:2014 certification from TÜVRheinland, a respected neutral inspection and product certification service. This certification underscores the company's dedication to producing high-quality solar DC cables for photovoltaic systems, a testament to its commitment to present and future customers. The company boasts an array of other certifications, including ISO, BIS, TUV, IEC, RoHS, CE, and EN50618, further solidifying its unwavering commitment to uncompromising standards.

### Towards a Vision of Expansion and Influence

WAA Cables embarks on an ambitious journey, striving for substantial monthly sales expansion and increased market influence. The company strategically reinforces its business teams and sales representatives across all regions, appointing regional managers and executives for each district. Engaging with over 150 national exhibitors and leveraging platforms such as LinkedIn, WhatsApp, and Instagram, WAA Cables exemplifies an unwavering determination to enhance visibility and showcase its diverse product range and company essence. This relentless dedication signifies the company's unwavering commitment to achieving industry success. ⚡

*For more information Please get in touch with us at –  
info@waacables.com  
+91 90990 63692*