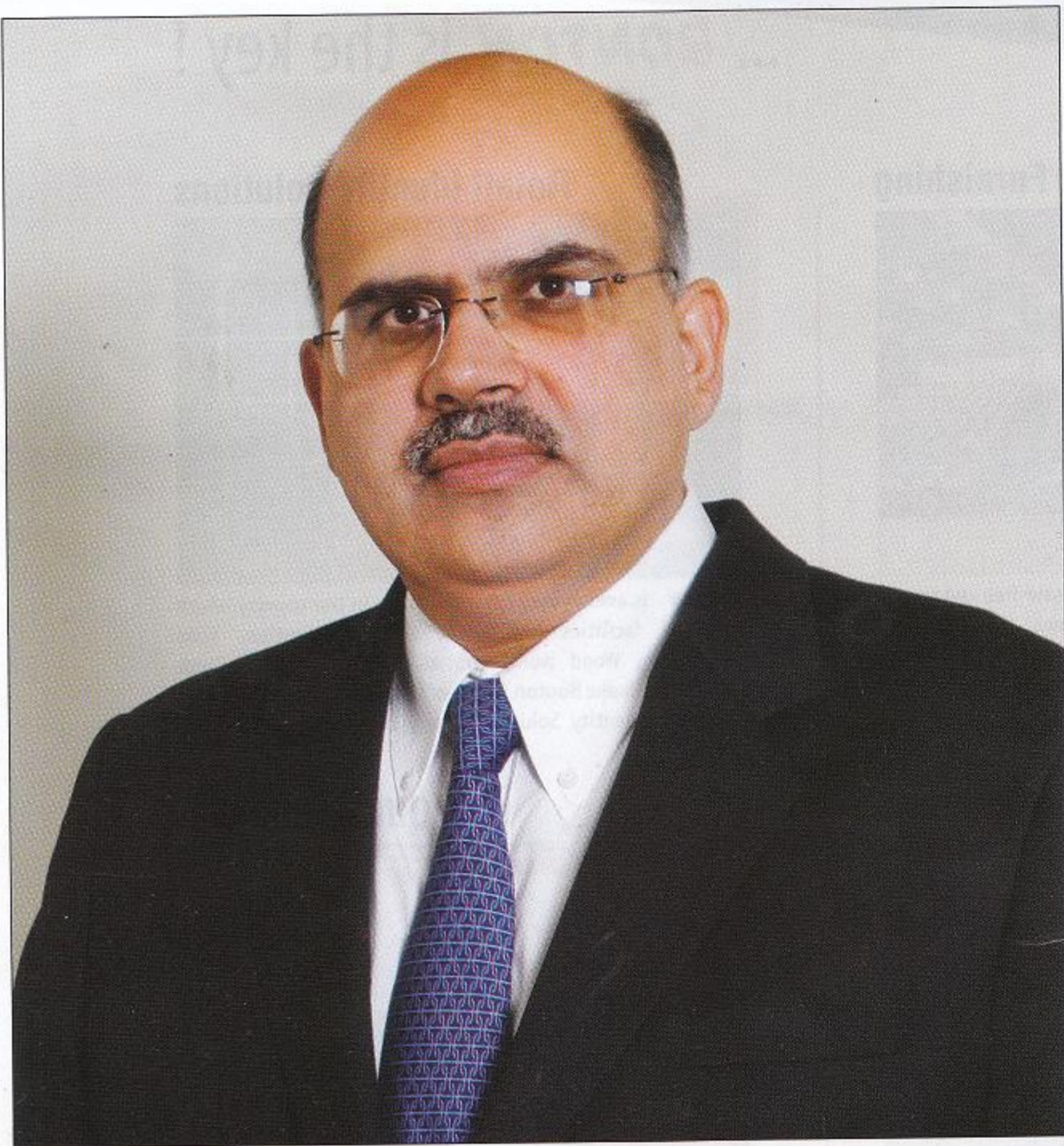


# “We are geared up to offer distinctive competitive solutions”



Considering total cable cost is less than 2% of a large project, compromising on “quality” is certainly a “penny wise pound foolish” approach, says **HITEN KHATAU**, CMD, Cable Corporation of India in an interview with EPC World.

**Cable Corporation has completed more than 50 years of operations in India. Can you brief us on the 50 year success story of sustained growth and performance in India? In this journey of over 50 years, how has the Indian electrical equipment market grown?**

We started in collaboration with Siemens Germany and were the first to introduce different types of cables for the Indian market. During these 50 years, we have been providing innovative cabling solutions, from concept to commissioning, to consumers in India and overseas. Over the years, we have invested substantially in R&D and have kept abreast with the latest technologies available worldwide.

The electrical equipment market in India has been growing and will take a giant leap forward in the coming period. It is expected to grow due to the priority given to the power sector by the government which has led to substantial investments both by private and public sectors.

**CCI was the first company in India to manufacture and supply Extra High Voltage cables of 220 KV. How do you see the market acceptance for such cables? What are your plans in reentering the low voltage (1.1kV) home wiring segment?**

We have been manufacturing 230kV cables since the 1993. We have been

much ahead of times with regards to making this product. Modernization of the transmission & distribution segment & consequentially demand of these cables is growing significantly and we expect this growth rate to enhance in the future. We also expect that transmission voltages shall go to 400kV (for underground cables) and we look forward to foray in that segment.

We do not intend to grow significantly in the LT cables segment, since the market is crowded and becoming more commoditized. However, we will cater to quality-conscious customers demanding high quality product keeping in mind a long term perspective.





**Several Indian metropolitan cities are turning to underground cabling to mitigate electricity theft. How do you view business prospects from this segment, given that CCI, apart from being a producer, also offers end-to-end cabling solutions?**

More and more cities are turning to underground cabling for various reasons like quality of power, lesser outages, lack of space, health and safety hazards etc, including mitigating electricity thefts. We have been supplying cables to utilities for underground cables work. Our turnkey efforts are predominantly in EHV sector.

**Besides XLPE Cables, PVC Cables, EHV Cables, CCI also manufactures special products like Electrostatic Precipitator Cable, Cables with Preformed armour, Over head Covered conductors and many more. Can you give us a brief overview of these products? How do they have a competitive edge over those existing in the market?**

We have been manufacturing specialty cables for special applications for a while now. This is being done with a lot of R&D over a period of time. Keeping the requirements of customers in mind, we have been developing application-oriented products and import substitutions. These products are specially designed ones with some edge over the other products available in the market.

**What are the latest innovation and**

**technological trends in the cable industry? Are there new areas within the cables and cabling solutions segment that CCI plans to tap in the medium term?**

Recent developments are in the areas of solar and wind energy. We are in the process of developing these cables. In the raw materials, there have not been many changes except super conductive cables, which from a cost-benefit perspective seem to be still far away.

**The LT cable market is very crowded and is dominated by small players, including those in the unorganized sector. What is your view, and do you think their lack of quality control and alleged use of inferior raw material, affects the overall national quality of cables produced?**

It is true that the use of low quality raw materials as well as poor process control, affects the quality of the cables produced. In such cases, accidental risk increases as these cables are used to transmit power. Accidents, power outages, plant/machine shutdowns and power losses are attributed to low quality products. Considering total cable cost is less than 2% of a large project, compromising on "quality" is certainly a "penny wise pound foolish" approach.

**The demand for EHV cables is expected to grow tremendously in the coming years. To offer complete turnkey solutions in Extra High Voltage (EHV) cable systems in India**

**and abroad, what has been the company's strategy?**

We have been in this business for many years and have been participating in the evolution of the EHV market in India. With the expected market growth and entry of MNCs into India, we are geared up to offer distinctive competitive solutions to our customers.

**Please discuss your capacity expansion plans with respect to greenfield units or expansion at the two existing units in Maharashtra. Moreover, what the plans to expand CCI's dealership network?**

We are presently expanding our units in Maharashtra only. We are in process of expanding our EHV and HT capacities and also setting up a unit for specialty cables. With regards to the dealership network, we are expanding our base in tier II cities.

**Are there any recent developments by your company that our readers should be interested in?**

We are the market leader in EHV cables in India and during last year, have supplied over 120km of 220kv cables. We are the only Indian company to have received orders of this magnitude for 220kv cables, as also a new order for 130km of 220kv cables which is under execution. Further, we have already developed 400kV XLPE cables and expect this to significantly impact our top and bottom lines in the medium to long term.