

Cable Corporation of India: “Innovation, Technology & Quality leader”

Year 1957, when formal international joint venture were unheard of, The Khatau and Thakersy groups, already renowned name in the Indian industry, joined hand with German promoters Siemens and F&G and set up a power cable factory. The new venture commenced operation in Mumbai and began with the manufacture of PVC insulated wire and cables for the first time in India. Their facilities are equipped with state of art hardware, software and infrastructure. As a part of their innovation regime they became first company in India to manufacture EVH 220Kv way back in 1994. With its excellent quality product and services they are now making new inroads in both domestic and international markets. In a straight chat with **Mr. Hiten A Khatau, Chairman & Managing Director, Cable Corporation of India** we discussed about CCI evolution, philosophy, R&D setup and activities, strategy, present facilities and plans ahead. Excerpts



Wire & Cable India: CCI has its presence in the market for around 5 decades. What philosophy is embedded in the organizations culture, working style etc?

Hiten Khatau: CCI has been at the forefront of innovation and technology “**firsts**” in the cable industry in India. Started in 1957, CCI has many milestones during the period of 50

years with significant pioneering efforts by introducing new products and technologies in India from time to time. CCI has pioneered the development of low voltage cables with special PVC insulation which was not being used in the country. CCI Introduced specialized cables and compounds which were substitute to imports. CCI was the first company in India to produce Extra High Voltage cables with its production and installation of 230 KV cables way back in 1992. We were the first company in India to produce AL sheath cables in year 1998. CCI also produced and installed its submarine cables in the year 1998. We were the only company in India to produce miliken conductor for 1000 sq



mm and above, Cu or Al conductor, for EHV cable applications. We were also the first Cable Company to receive the ISO 9000 certificate in India. Presently we are also moving towards the 400 KV cable segment.

Looking at all above, CCI's philosophy and strategy has been to remain the "Innovation, Technology and Quality leader" in the Indian cable industry.

WCI: Kindly brief us about your R&D setup and the activities done?

HK: R&D has always been the priority at CCI which is the proof of many innovations that CCI has to its account as narrated above. Over the years the focus has been on "applied R&D" especially in the design and materials domain for cables and cable accessories. In the process of shifting the plant at Nashik, we have completed the manufacturing plant relocation along with the upgradation of many of the equipments. A new state of the art R&D facility is also under construction and will soon be completed. We intend to continue to focus on design and materials including special compounds developments in house for special cable products. In addition, the R&D activity right now being undertaken is development of 400 KV cables design and manufacturing.

WCI: "Excellent quality products & services is the hallmark of CCI." Comment.

HK: Our 220 KV cables supplied way back in 1994 are in service for more than 16 years now at TNEB, which is a testimony to good quality and service. Our submarine cables supplied and installed in 1998, at Vivekanada Smarak at Kanyakumari is still in service.

CCI's brand image has been "Quality". The name CCI is synonymous with "Quality" in the minds of the customer. Many of the industrial customers have been buying CCI cables for all their projects for decades. We are very proud of this customer loyalty towards CCI products which is purely based on Quality Image in reality and perception. "Quality" in all aspects of its products and operations is what differentiates CCI from its competitors. We are proud of this heritage and responsibility, and have been able to retain the position of "quality leadership" in this competitive world, in the cable industry.

Our turnkey services "Total cable service" right from design, supply, installation & commissioning and after sales support for EHV cables, joints and terminations has been excellent. We have taken many of the EHV projects on turnkey basis e.g. RRVPNL for 132 KV, 1c x 800 sq mm, Copper conductor, AL sheathed cables, qty - 36 km, TNEB for 220 KV, 1C x 1200 sq mm. lead sheathed cable qty - 129 km. Recently we have executed the complete turnkey project for 220 KV 1C x 800 sq mm AL sheathed cable Jaypee sports international for the Formula 1 car racing project in Greater Noida near Delhi.

WCI: Elaborate the CCI strategy for the high voltage cable sector?

HK: CCI's achievement in the EHV segment has been extremely good and the past performance has been the backbone for the leadership in EHV segment.