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## GOVERNMENT POLICIES SHOULD PROVIDE FAIR PLAYING FIELD

**Madhav Digaskar, Managing Director and CEO, Cable Corporation of India Ltd**

**Kindly brief us about the company's operations in the field of wires and cables?**

CCI has been in the EHV cables segment for more than 20 years. The EHV cables supplied to major Indian utilities such as Power grid, TNEB, KSEB, KPTCL and also to countries like Bangladesh have been in service for more than 10-15 years. Our product range includes underground cables with different insulations. We manufacture extra high voltage (EHV) cables, high voltage cables (HT) and low tension (LT) cables for meeting different application requirement for utilities and industries.

Our center of excellence for manufacturing of entire portfolio is at Sinnar, Nashik. We are presently expanding our units in Maharashtra and have already expanded manufacturing capacity for EHV and HT cable manufacturing at Nashik. We are also putting up a unit for specialty cables at the same location.

With regards to the dealership network, we are continuously working on expanding our network in the country, which includes expansion in tier II cities. We are the market leaders in EHV cables in India and have supplied over 120 km of 220 kV cables in the last few years. We are the only Indian company to have received orders of this magnitude for 220 kV cables. Further, we have already developed 400 kV XLPE cables

and expect that new addition in our portfolio will significantly impact our top and bottom lines in the medium to long term. We will continue to work hard to remain market leaders in the EHV segment. We have been pioneering development of application oriented cables for many areas, viz., steel, cement, shipping, defence, etc. Cables for solar energy application and other areas are also on the anvil.

**What is the share of high and low tension cables in your product mix?**

We are the pioneers in EHV cables holding leadership position in manufacturing and supply of the same in the country. In our present portfolio, we have 50 per cent share with both LT/HT and EHV cables.

**Please brief us on the quality of products offered by Cable Corporation of India Ltd?**

We are one of the oldest cable companies with a wide product portfolio meeting various power system applications requirements. The quality in design, manufacturing, supply, customer service is in built feature and backbone to CCI. The quality of products being delivered is a result of committed team, strongly back up by R&D, quality assurance system, and supply chain management. We have quality management system as per ISO over and above the standard quality assurance

system. In recent times, we have introduced kaizen and 5S in our organisation. We enjoy good reputation in the market as quality product suppliers and pioneer for development of special applications cable requirement.

Keeping the requirements of the 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.

**Do you have any plans for technology partnerships?**

Technological up-gradation, increase in portfolio and aligning the products with the market requirement is a continuous process at CCI. We constantly strive towards system improvement to enhance the quality and productivity. In this process, we continuously look for partners and will very soon enter into an understanding with international manufacturers.

**The price of copper is volatile in the international market. What strategy have you adopted to hedge the risk?**

Internationally, most countries adopt variable pricing policies where certain volatilities in prices of raw materials get adjusted in the prices of the finished products. But in India, in most cases we operate on fixed prices so the varying prices of raw materials hits the manufacturers directly for the period from offer to order to supply. Once the Indian market accepts the price variation clause, certainly risk will be mitigated to a certain extent for the manufacturer.

**Do cheap imports from Chinese manufacturers worry you?**

Government policies should provide fair playing field, and encourage local industry in terms of increasing the special import duty on Chinese products (as Chinese manufacturers have access to lower cost raw materials and duties resulting in their products being brought in at much lower prices) or

give preference of price for local players in tenders against international companies as in the case in many countries. The steel industry as well as the power equipment industry in India is facing a major challenge in terms of Chinese competition and same will be true for EHV cable industry.

**What strategy has Cable Corporation of India adopted to meet the evolving needs of customers?**

We will continue to work very closely with our customers and help them to design the right cables for various applications. We offer a wide range of products to meet customers' different application requirements. We are leading supplier of EHV cables and also undertake erection, testing and commissioning contracts for laying, jointing and terminations of cables. We have strong reputation of offering engineering based solution and being the oldest in cable industry for EHV, and we have good team who are qualified erectors, jointers, etc.