



CMD'S DESK

Dear Colleagues,

As we commence our new financial year, it gives me immense pleasure to reach out to you in this new-look avatar of Vaahinee.

I am pleased to inform you, during the last financial year, CCI has progressed well with the turnover growing by 51%. While we have grown in all areas of our business, productivity and efficiency improvements from the Extra High Voltage (EHV) factory have given significant impetus to this growth. In fact, but for delays in order finalization by some of our customers, we would have closed the year with a far more impressive growth.

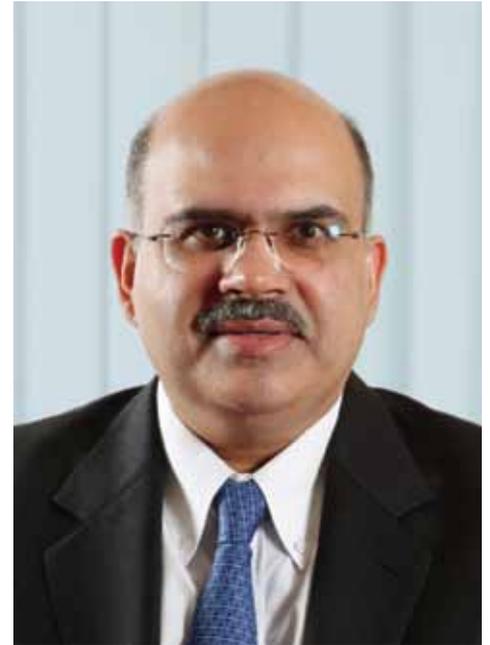
Our focus on the EHV business continues to yield results. We have supplied 133 kms of 230 kV cables last year, establishing ourselves as a clear market leader in the EHV segment. Our colleagues from Sales and Marketing have worked hard and smart to procure new EHV orders. I am delighted to inform you that we are privileged to have received the single largest order placed on any Indian company for 230 kV cables. This is a turnkey project, from concept to commissioning, for supply and erection of 129 kms in the city of Chennai.

I am also particularly delighted to share another piece of good news! We have been chosen as the preferred partner for a turnkey project for the supply and erection of 230kV cables for the Formula One race track in Noida, being set up by the renowned Jaypee Group. Such developments along with many other orders received, encourage us to pursue our journey of excellence and retain our leadership position in this business.

No doubt the opportunities in the power sector are tremendous. Additionally we see many opportunities with growth in the construction, capital goods, infrastructure and other sectors.

International markets also offer us a clear and present opportunity. However, there are also challenges that we may have to face. Severe competition from local as well as MNC cable manufacturers, huge working capital requirements, unprecedented volatility in metal prices, and fixed price long duration sales contracts continue to present a challenging environment.

I am proud that all of us, as Team CCI, have accepted this challenge and are excited to make most of the opportunities ahead.



Moving towards our goal of profitable growth, we continue to invest in the up-gradation and expansion of our facilities in Nashik. These projects are on-going and are on schedule. Upon the commissioning of these facilities, our manufacturing capacity will significantly increase.

We have enthusiastically taken up the challenge of very aggressive growth targets and will strive hard to build upon our leadership position.

I am also grateful to all our stakeholders and especially to our bankers, for their continuous support and commitment to the prosperity and growth of CCI. I am confident that this financial year will usher growth, learning and opportunities, collectively for all of us in the CCI family.

Hiten Khatau, CMD,
Cable Corporation of India.



HR Spotlight

SUPPORTING SAFETY

Reaffirming our belief in the importance of safety, CCI observed National Safety Week from March 4 to 11. As part of the programmes conducted during the week, a fire safety demonstration was held and a hand-book containing the company's Safety and Quality Policy was distributed among employees. Informative posters were also displayed in the factory.

CATALOGUING BENCHMARKS

To benchmark noteworthy practices followed in the industry, the company sent a team of employees on a knowledge trip to Mahindra & Mahindra Ltd, Nashik. S.B. Chavan, G.S. Sanghvi, Nirmalendu Mahato, A.P. Sankalecha, Alok Singh and Sunil Sharma were a part of the team that went on the trip conducted by Alliance India on February 4. The theme of the trip was "Kaizen/Lean".

ENHANCING SKILLS

Mr. Ranjit Jagtap was chosen for a one-day workshop on 'Contract Labour Management' conducted by NIPM, Mumbai Chapter & CLR. Mr. H. R Chaudhari recently completed a course from BVQI. He is thankful to CCI for giving him a chance to take up the course. CCI is proud of Mr Chaudhari's pro-activeness that has motivated others to follow in his footsteps.

Rewarding Performance



To monitor employee performances, CCI has put in place a Performance Management System (PMS). The system has been designed by Cedar Consultancy. A workshop titled "Understanding the Performance Management System and your role as the appraiser and appraisee, for effective implementation" was conducted on the system at the works and Head Office by Ms Pratima Potdar.

The participants found that the programme gave them an insight into the use of the PMS as a tool to enhance the high performance-driven work culture of the organisation. The session kick started with the lighting of a candle and dedicating the appraisal and KRA forms to the employees of the company.

Around Your Company



HT TRIPLE EXTRUSION LINE

The HT Triple Extrusion Line was started and run by workmen on March 3 at the Nashik works.

An extruded cable for HT production line is a highly sophisticated manufacturing process that must be run with great care to assure that the end product will perform reliably in service for many years. It consists of many sub processes that must work in tandem with each other. Most importantly, however, the core production is the main process in which conductor screen, insulation and insulation shield must be applied carefully on the conductor and cross-linked properly. Nashik works or NWK, that previously manufactured only LT cables, now boasts a product range upto 33kV.

New Additions

To cater to the demand and enhance the EHV cable range and capacity, the company added a new and specially designed Cross-Head from Troester for MDCV Line in February.

Imparting Knowledge



COLLEGE STUDENTS VISIT CCI.

CCI welcomed a group of 30 students from K.K. Wagh College of Engineering, Nashik, who visited the Nashik factory. The students were taken around the factory and given an overview of the production activities. This provided them with an exposure to the work culture and environment in an industrial set up.

SIEMENS ENERGY VISIT MARCH 2011

Mr. Bernhard Schipper (Vice President for Commodity Management, Electrical Systems Supply Chain and Partner Management), Mr. Wolfgang Wehrmeister (Head of Electrical Engineering, Offenbach Energy Solutions) & Mr. Manoranjan Sahu (Senior Manager) from SIEMENS Energy, Germany visited the EHV and LT/HT plants on March 25 and 26. The visit was conducted to explore future business opportunities between CCI and Siemens International.



In photo: (from left) Anand Sankalecha, Sanjay Kale, Nitin Bidarkar, Gajanan Nalge, Rohan Khatau, Manoranjan Sahu, Bernhard Schipper , S.K. Dutta, Anjan Banerjee, E.J. Rao and Yogendra Tiwari.



- Able to execute extra high voltage up to 500kV.
- Maximum Conductor size for Insulation 3,500 square mm (Copper)
- Continuous run of minimum 10 days
- Excellent control over thickness
- Excellent control over Eccentricity and Ovality of core
- Excellent control over heating of different sections

Center Stage

Long Serving Staff Do CCI Proud



Mr. Veerendra R. Pathak joined CCI in January 1982 as Helper in the Armoring and Lead Sheathing Section. Popularly known as Munnabhai within the company, Veerendra has a vast experience in manufacturing PVC, Elastomeric, XLPE & paper cables. Thanks to his experience of 30 years, the company banks in on his expertise in the fields of Wire Drawing, Conductor Stranding, Core Stranding and the likes. He is currently working in the EHV cable Manufacturing plant in Sinner as a Production Officer. The CCI family considers Veerendra as an invaluable asset and looks forward to more exemplary work from him.



Mr. M.V. Deshpande became a part of the CCI family in 1981 as a GET. Starting off his career in the Maintenance Department, MVD, as he is popularly known, has been an integral part of several project teams

since the last 30 years. The LT cable factory and EHV factory are some of his pet projects. He is currently working as Plant Head of the LT and HT factory. CCI congratulates MVD for his service and appreciates his contribution towards building the company.



Ms. Rajini D. Nayak joined CCI in 1981 as a Stenographer typist in the Western-Region Sales Department. After 30 fruitful years with the company, she is now with the Head Office as Confidential Secretary to the Chief Financial Officer. The mature, intelligent Rajini, is known for her ever-smiling and cheerful self. The CCI family congratulates her and joins her in her dream of seeing the company grow in leaps and bounds.



Ms. Unnikrishnan Sakunthala came to CCI in 1981 as a Stenographer typist in

the Accounts Department. Shaku, as she is fondly called by her colleagues, looks like someone who keeps to herself till one actually talks to her. She then comes into her element and the twinkle in her eye is hard to miss. Currently, an Officer in the Finance Department, Sakunthala has been an asset to her department. The CCI family extends its wishes and hopes to fulfill the expectations she has from the organization.



Mr. Gajanan S. Bhatkalkar has been part of the CCI family since January 1977 as an assistant in the Mechanical Maintenance team. After 34 years of illustrious service, he is one of the best and most high-skilled fitters the company has. Adept at machine commissioning and modifications, he is known to handle breakdown situations with much expertise. He is currently working with the EHV plant and is contributing for the successful commissioning of the machinery that is being shifted out of the Mumbai plant. The CCI family hopes that Gajanan continues to provide the company with his finesse for several more years to come.

Your Space

A Tribute To BWK

B. Sridhar Rao, an old-timer, reminisces about his days at BWK as curtains draw on the factory.

As the operations in Borivali (BWK to us old-timers) come to an end, my mind goes back in time. I want to take this opportunity to share some of those nostalgic memories with the readers of Vaahinee.

I joined CCI on July 1, 1981 as a youngster with only two years of experience. Although I had been coming to Mumbai often during vacations, Borivali was known to me only as a suburban railway station. After CCI, it became synonymous with the company.

My first visit to BWK was in 1983 as part of the induction programme. After reaching Borivali station, as per the instructions given to me, I boarded the yellow staff bus. My heart was aflutter with excitement.

At the entrance, I was asked to make an entry in the visitor's register. But a mention that I was from the Delhi office was enough for the security staff to wave me in with a broad grin and sans the usual formalities. This was the first sign of the legendary BWK hospitality.



BWK circa 1961, just after commencing commercial production

The setup itself was impressive complete with a marble staircase and retro wooden banisters. The whole edifice had a rock solid look to itself.

I met Mr V.M. Shah, Mr S.R. Padmanabhan, Mr S.K. Basu, Mr M.M. Honavar, Mr R.S. Gupta and Mr Sheshadri, all of whom I had only spoken with on the telephone. I could now associate faces with the names.

I can never forget Mr Mohan from the cafeteria who would dole out lip smacking dishes with a smile. Befriending Mohan meant getting to occasionally eat the hot batata vadas. The taste of the sukha-nashta and geela-nashta still lingers in my mouth.

My colleagues were so cooperative that work would be done without too many hitches. I remember whenever I took a tour of the shop floor, I would find machines idle. Nonetheless, at the end of the month, large outputs would be generated. I remember remarking "pata nahi banate kab hai".

With an array of products to handle, there was still a unique coordination among all the departments. It's difficult to imagine how they managed despite the absence of cutting edge technology at that time.

Another attraction about Borivali was their grapevine. Sitting in the lunchroom for about half an hour was enough to be acquainted with everything one needed to know about CCI. In fact, most of the 'rumours' often turned out to be true.

I also remember going to the Inspection Department sometimes only for their tea and coffee. Since it often entertained clients, the department would have the beverages served in elegant teacups with milk and sugar arranged on a tray. That was a novelty for us.

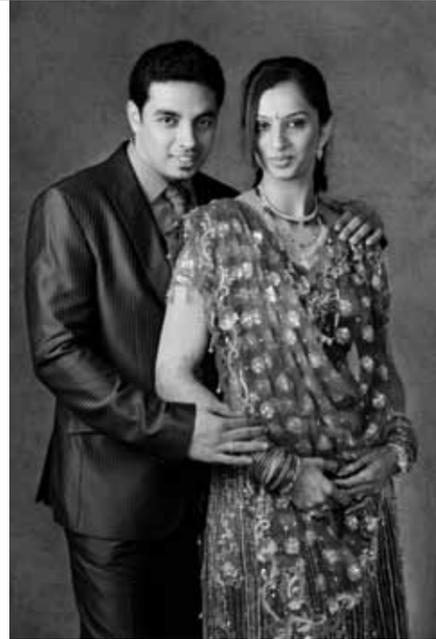
Besides these lighter memories, what will also stay with us forever is what we learnt from all the stalwarts in BWK.

The supervisors had such thorough knowledge of the process and the product that I remember an incident when an ISO auditor asked a supervisor to spell out the company's ISO Quality Policy. He could-not do it. Instead he recited a three-page work instruction ad-verbatim. The impressed auditor remarked that it was enough for each employee to remember the work instructions of their company. This was the essence of ISO.

There is so much to write about BWK. Even as I am penning this down, myriad other memories and emotions come rushing to me.

Today, as the chapter called BWK ends, a new one begins at BoRivali ! BWK is now reborn in a new avatar, Rivali Park, a mixed-use Real Estate project jointly developed by our associate company, CCI Projects. But the BWK legacy of technology and quality continues to grow in Nashik, under the names NWK and EWK Works. We look forward to many new experiences and happy memories.

Family Focus



Promoting Yoga



Little Angel

Nidhi Anand Sankalecha bagged the first prize in a fancy dress competition held during the Annual Day celebrations in her school. Nidhi is the daughter of Mr. Anand Sankalecha, Process Engineer, EHV Unit, Sinnar. Dressed in a frilly frock and a tiara, Nidhi won hearts with a wave of her magic wand. We wish this cute little fairy the very best and hope she emerges a winner in many more competitions to come.

Marital Bliss

Rohan, son of Vidya and Satish Gaonkar, married Smita on December 20, 2010.

Rohan, an MBA, is working with Credit Suisse as an analyst in the equity research department. Smita is a practicing homeopath with a specialisation in cosmetology and dermatology. The Gaonkars have been part of the CCI family for over 30 years and Vidya is currently Executive Sales, Commercial at the HO. We wish the couple a happy married life.

Married to Mr Ajay Sawant from the Administration department for the last 23 years, Sandhya Sawant has a Bachelor's Degree in Home Science from the University Of Pune. Previously working with an architect's firm for 10 years, Sandhya is now an entrepreneur in her own right.

She has been trained in yoga for over six years. She has been teaching yoga for some time now at home, in her housing colony's clubhouse and at her gym.

Sandhya feels that yoga should become a way of life since it prevents most common illnesses.

She is a loving mother and wife and we wish her the very best in her practice as a yoga instructor.

Heaven on Earth



My wife and I embarked on our trip to visit the famous temple of Badrinath situated at an altitude of 3,150 m, in the Chamoli district of Uttarakhand. Badrinath is a popular retreat guarded by two mountains: the Nar and the Narayan on either side and the towering Neelkanth peak in the background.

Since ancient times it has been the land of sages who came here seeking salvation.

From Haradwar through Hrishikesh and winding through the Panchprayag, namely, Devprayag, Nandaprayag, Karnaprayag, Rudraprayag and Vishnuprayag, we reached Badrinath.

Badrinath has an interesting legend associated with it. It is said that Lord Vishnu survived on the wild berry of this badri van (forest) during his penance

making this a holy pilgrim spot.

The centre of attraction is the Badrinath temple situated on the banks of the wild and turbulent Alakananda. The Tapt Kund, a natural warm water source, is believed to possess curative properties. Surya Kund is one of the other major kunds here.

Apart from its religious importance, the Neelkanth peak in Badrinath also attracts nature lovers. We were blessed to see the sun rise on the snow-capped peak in the early morning hours.

From the land of religion we went to a ski resort, Auli.

The white crests of the Garwali mountain range embellished in broad daylight adorn Auli, the hill station located in the Chamoli district of Uttarakhand.

JASSU M. KHATAU writes about his unforgettable trip to the holy town of Badrinath

IF THERE IS A HEAVEN ON EARTH, IT'S HERE. BADRINATH: ONE OF THE CHAR DHAMS IS A VISUAL TREAT FOR THE EYE.



Mr. Jassu Khatau.

Standing at an amazing height of 2,895 metre and surrounded by deodar trees it is an alluring call of nature that can't be explained in words. It offers a panoramic view of Mt. Nanda Devi, Mana Parbat, Dunagriri, Beethartoli, Nilkanth, Hathi Parbat and Ghori Parbat. The rugged and snowy terrain of Auli is so challenging that it used to be a training ground for the para-military forces in the 1970s.

People come to Auli simply to savour the tranquility of nature in its most pristine self or just to talk to the mountains. That's exactly what we did. We walked through the meadows, trekked the mountains and strolled amidst nature's beauty at its best.

A trip to heaven is a must for all!

CCI Press Coverage



THE ECONOMIC TIMES Stocks

Cable Corporation of India bags Rs 140 cr order; stock gains

By [Author Name]

NEW DELHI: Cable Corporation of India Ltd (CCI) has secured an order for 129 km of 230 KV EHV cable from Tamil Nadu Electricity Board (TNEB). The stock was listed at 5:00 pm after a gap of 20-25 in the BSE. Around 4750 shares were traded in the market so far.



Construction Week online in

CCI Ltd bags order worth ₹140 crore

By [Author Name]

NEW DELHI: Cable Corporation of India Ltd (CCI) has secured an order for 129 km of 230 KV EHV cable valued at ₹140 crore from Tamil Nadu Electricity Board (TNEB). It is part of Master Plan for the expansion of power supply system to cater to the growth in demand, to minimize the distribution losses and to improve the system reliability in the Chennai Metropolitan Area. This is the largest single order received by an Indian cable company having manufacturing facilities in India.

CCI bags ₹140 crore TNEB order for 230 kv cable

Cable Corporation of India (CCI) secured an order to lay 129 km of 230 KV EHV cable valued at Rs 140 crore from the Tamil Nadu Electricity Board (TNEB) to cater to the growth in demand for power, to minimize distribution losses and to improve system reliability in the Chennai Metropolitan area. The project includes designing of a 230 KV aluminum conductor XLPE insulated cable, along with detailed project engineering and supply of accessories. The order includes execution of the project, laying of the cable, erection of joints and testing and commissioning.

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PROJECT MONITOR

INDIA'S FIRST NEWSPAPER ON PROJECTS

Cable Corp of India bags Rs 140 cr TNEB order

PM News Bureau Thursday, May 18, 2011, 14:02 hrs [IST]

Cable Corporation of India Ltd has bagged a Rs 140 crore order from Tamil Nadu Electricity Board (TNEB) to lay 129 km of 230 KV EHV cable on bankley basis, as part of Master Plan to reduce the distribution losses and expansion of power supply system in the Chennai Metropolitan Area. The contract includes designing of a 230 KV single core 1200 sq mm aluminum conductor XLPE insulated cable, along with detailed project engineering and supply of the accessories. The TNEB order also includes execution of the project, starting with essential spares, laying of the cable, erection of joints and terminations and final testing and commissioning in 18 months.

in brief

CCI Ltd bags order for 230 KV cable from Tamil Nadu Electricity Board

Cable Corp of India Ltd (CCI), a listed company & a leader in power cables for over 5 decades, secured an order to lay 129 km of 230 KV EHV cable valued at Rs 140 crore from Tamil Nadu Electricity Board (TNEB) for part of Master Plan for the expansion of power supply system to cater to the growth in demand, to minimize the distribution losses & to improve the system reliability in the Chennai Metropolitan Area. This is the largest single order received by an Indian cable company having manufacturing facilities in India. The turnkey project assigned to CCI over other large MNCs, includes designing of a 230 KV single core 1200 sq mm aluminum conductor XLPE insulated cable, manufactured at its state-of-the-art facility, along with detailed project engineering and supply of the accessories. TNEB order also includes execution of the project, starting with essential spares, laying of cable, erection of joints and terminations and final testing and commissioning. The project will be completed in 18 months.

Hiten Khatau, Chairman & MD, Cable Corp of India says, "We are delighted to have received this order, through an international competitive bid, against major suppliers of EHV cables from Asian and European countries. This path breaking order is a testimony to the quality of our product and TNEB's confidence in our competitive position as a distinctive cable manufacturer."



CCI wins ₹140-crore EHV cable contract from TNEB

Cable Corporation of India Ltd has secured an order to lay 129 km of 230KV EHV cables, valued at ₹140 crore from Tamil Nadu Electricity Board. The contract is part of the state utility's master plan for the expansion of power supply system to cater to the growth in demand, to minimize the distribution losses and to improve the system reliability in the Chennai Metropolitan Area. This is the largest single order received by an Indian cable company having manufacturing facilities in India, a release by CCI noted.

The turnkey project assigned to CCI over other large domestic and international contenders, includes designing of a 230KV single core 1,200 sqmm aluminum conductor XLPE insulated cable, manufactured at its state-of-the-art facility, along with detailed project engineering and supply of the accessories. The TNEB order also includes execution of the project, starting with essential spares, laying of the cable, erection of joints and terminations and final testing and commissioning. The project will be completed in 18 months.

Speaking on the order, Hiten Khatau, Chairman & Managing Director, Cable Corporation of India, said, "We

