

33 kV), Polyethylene Insulated Jelly Filled Telephone Cables, Auto & Battery Cables, Co-axial and CATV cables, LAN Cables, Switchboard Cables, Fibre Optic Cables, Solar Cables and others.

**Polycab:** Polycab is a leading company in the electrical industry with a glorious track record of over four decades. It has the reputation of being the fastest growing company in the Indian Cable sector. From modest beginnings with Cables & Wires over forty years ago, Polycab now boasts annual revenue of approximately a billion dollars. Polycab has a turnover of ₹5,750 crore.

**KEI Industries:** KEI Industries Limited, known for its unique product range across the world is one of the leading players in the wires and cables industry. KEI manufactures high and low tension cables (EHV, HT & LT), control and instrumentation cables, house wires and stainless steel wires. Its unique product range is known pan India and across the globe. KEI has also been awarded the Superbrand status for the year 2014-2015 further strengthening the consumers trust. To follow the present demands of the market, KEI set foot into the manufacturing of EHV cables up to 400kV in collaboration with Brugg Cables, a century old Swiss company.

**HPL Electric & Power Ltd:** Founded in 1956 with a mission of providing world-class quality products, the company today has created a niche for itself in the electrical industry as one of the premium manufacturers of reliable electrical equipment. With a pan-India authorised dealer network, comprising over 2,700 authorized dealers and distributors, HPL offers a wide range of smart products that meet the requirements of a modern



**Mr. Gautam Seth**  
Joint MD, HPL Electric Ltd

home from lighting, switches, electrical circuitry to wiring at home. HPL offers an exhaustive range of domestic wires and cables suitable for Indian homes and giving maximum safety at no extra cost.

**Sterlite Technologies:** Sterlite Technologies (STL) is a leading manufacturer of optical fibre, optical fibre

cables and power conductors. The company has also forayed into power transmission asset ownership through its subsidiary Sterlite Grid (Grid). Sterlite Tech (STL) is India's only vertically integrated manufacturer of optical fibre cables. The company has 50 patents (and 30 under examination) to manufacture optic fibres and preforms, optic fibre cables and structured data cables.

### Major Challenges

**Threat from the unorganized sector:** The wire and cable industry has moved from being a small industry 20 years back to a very large industry over the last decade. Although it is a volume-driven product, it has a lot of quality and technical particulars. Over a period of time, the industry has moved from the unorganised to the organised sector. However, about 35% of this industry is still in the unorganised sector, which tends to use cheaper raw materials, as a result of which their products are priced lower. This is particularly appealing for the price sensitive Indian customer, who often prefer to buy non-branded products at a lower price.

### Minimal interaction with end consumer:

Cable manufacturing companies often find themselves, dealing with large suppliers of raw materials on one side and large consolidated customers (e.g. wholesalers, telecom and energy operators) on the other side. Further, few cable manufactures have direct interaction with end customers, giving them relatively little power in the supply chain. Therefore, cable manufacturers need to be intelligent and creative in the ways they capture value in this arena.

### The road ahead

Technological advancements and product innovations across different segments as well as competitive pressures have been significantly changing the wire and cables market in India. The market is expected to grow in the coming years with an increasing number of innovative product launches by the existing players, focusing on niche uses and convenience such as fire resistant (retardant) wires and cables, optical fibre cables and others. With the consumers becoming more perceptive towards value addition, providing products by anticipating the consumer needs in advance and broadening the appeal of the product to suit a variety of needs could prove vital for the growth of this industry in the coming years.

*Report based on: www.wirecable.in; Technavio Report; Ken Research Report; Power Watch Magazine; innovites.com*