

TOP CABLE COMPANIES IN INDIA



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A special issue containing information on India's leading wire and cable companies! For the purpose of presenting the business topography of the industry, Wire & Cable India magazine came up with its sixth edition of Top Cable Companies. Started in 2012, this year's 'Top Cable Companies 2022' list identifies the true leaders in the sector which are aiming to enhance their presence while demonstrating a gleaming growth potential. We present a structured analysis emphasising the key parameters of the listed companies apposite to their growth.

In the wire & cable industry, there have been manifold transformations, creating newer growth opportunities which are also driving the growth in other related sectors such as – telecom, power transmission & distribution, and so on.

Wires and cables, which are used everywhere, are regarded as the arteries of electrical systems. They are used for a wide range of purposes such as electricity, telecommunication, transmission & distribution networks, powering electronic devices, in addition to other industrial applications. Today, a wide variety of industries including the

defence, medical, telecom, networking, and power, are able to apply and use industry-specific wires and cables for their specific purposes.

Perhaps, the previous two to three decades have been the fastest-growing years in terms of infrastructure, which defines the growth in the wire & cable industry. Notably, the advancement in transmission & distribution and the demand from data centres and the telecom sector are some of the predominant factors which are expected to drive the further growth of the wire & cable sector.

Cable Fable: Growth Story of the Indian Market

We are entering into a new era of growing transport infrastructure with the PM GatiShakti National Master Plan (PMGS-NMP), which was launched in October 2021, and is aimed at strengthening the multimodal connectivity infrastructure to various economic zones. The PM GatiShakti is a transformative approach, being driven by 7 engines, namely, railways, roads, ports, waterways,

airports, mass transport, and logistics infrastructure. This vision will further scale up the growth in infrastructure and will further push the growth rate exponentially in the wire and cable sector in a big way.

Since the government is infusing significant investments in the expansion of power grid infrastructure, including smart grids and T&D network expansion, modernisation of the grid further augurs well for the sector. Also, there have been a growing number of underground cabling projects all around the country due to the sheer dearth of open spaces as well as the expansion of the metro railway which creates the demand for EHV & HV underground cables.

Going ahead, in our journey of becoming globally competent, it is imperative that we start talking about sustainable operations, and integrate newer technologies into our manufacturing systems. The future growth story in the sector would be foregrounded by new product launches, strong demand for optic fibre networks, and the ongoing expansion of the power grid & distribution network.

Capitalising Growth Opportunities

All these interesting developments present huge opportunities for the wire and cable sector in India. The cable companies are increasingly aligning themselves to the international quality and technology benchmark to produce wires and cables satisfying both domestic and global customers. Besides developing new technologies and bringing out product innovations, the companies are also planning expansion either organically or inorganically.

One of the largest manufacturers in the wires and cables industry in India, Polycab India Ltd. launched Etira wires for the economy segment and relaunched Polycab Green Wire with the benefit of 5-in-1 GreenShield Technology. Meanwhile, APAR Industries has also developed specialised OFC cables, tether cables, tactical cables, submarine pressure tight cables, and torpedo cables, for defence and shipyards. Sterlite Power Transmission Ltd. has developed new Lead Sheath EHV Cables, Fibre integrated Power Cables (FIPC), Co Extruded Duct Cables (CCD), and Low Loss Cables (HAC).

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SPECIAL FEATURE

- Expenditure by way of donation/ contribution for Corona virus medication and other medical equipments for treatment of COVID-19 patients.
- Development of Medical Facilities, Repairing and Maintenance of Hospital Building, Fixtures, Equipment and other General Operational Expenses at M.P. Birla Hospital, Satna, Madhya Pradesh.

New developments since 2021:

Various types of Fibre-To-The Home (FTTH) Cables, Micro Optical Fibre Cables

Product/brand launches since 2021:

High Fibre count Micro Module Cables, Speciality EPFU / CFU Cables, Drop Cables, etc

Market served (domestic/exports in %) and countries served:

Domestic: 61%
Exports: 39%

Future targets:

- Optical Fibre Cables: 80 Lakh Cabled Fibre kms
- Structured Copper LAN Cables: 10 Lakh Boxes

Apar Industries Limited

Tomorrow's Solutions Today



Year of establishment : 1958

Headquarter/Branch locations:

Headquarter : Mumbai, Maharashtra
Registered Office : Vadodara, Gujarat
Branches : Delhi, Kolkata, Chennai,
Bengaluru, Hyderabad,
Vadodara, and Pune

Number of manufacturing facilities and locations:

9 units at Umbergaon, Khatalwad, Rabale, Silvaasa, Athola, Lapanga, Jharsuguda, and Sharjah

Number of employees:

1,530

Production capacity (Product wise):

Power Cables : 186,000 km
OFC Cable : 180,000 km

Oil : 542,000 KL
Conductor : 194,560 MT

Actual production in the last 2 years (Product wise):

Power Cables : 162,643 km
OFC Cable : 123,651 km
Oil : 458,350 KL
Conductor : 107,463 MT

Product portfolio and applications:

- Cables: LV/MV/HV XLPE power cables (upto 66 kV for power distribution); building and flexible house wires & cables; elastomeric cables for flexible applications; e-beam irradiated cables for railways, shipping & renewables; optic fibre cables for telecommunication; speciality hybrid cables for defence applications; and medium voltage covered conductor for overhead applications.
- Speciality Oils, under the POWEROIL brand: Transformer oil; White & pharmaceutical oils; Industrial & process oils; industrial lubricants automotive lubricants & solutions; petroleum jelly; and natural ester transformer oil.
- Conductors: Aluminium conductor composite core (ACCC®); best in HTLS category; Optical ground wire (OPGW); copper railway conductor; continuously transposed conductors (CTC); and turnkey solutions

Financials:

Turnover : 2021-22: INR 93,200 mn
2020-21: INR 63,880 mn

**This is consolidated financial figures for the entire business of APAR Industries, including its cable division.*

Growth Rate
(turnover) : 46%

Profit (EBITDA) : 2021-22: INR 5,740 mn
2020-21: INR 4,380 mn

Growth Rate
(EBITDA) : 36%

Net Worth : INR 17,150 mn

Market : INR 52,000 mn
Capitalization (as on 24-08-22)

CSR activities undertaken:

The CSR activities of the Company mainly aim at Principle of Trusteeship, by serving the community through programmes and projects having focus on:

- Healthcare and upliftment of weaker sections of society.
- Education and medical.
- Environmental sustainability and rural development.
- Welfare of under privilege and destitute children, including girl children.
- Empowerment of physically/mentally challenged and underprivileged children, adults, and providing free education.
- Restoration and re-building efforts post cyclone.
- Mid-Day Meal.

New developments since 2021:

- Cables:
 - Commissioned 2.5 MeV e-beam line, over and above existing 3 e-beam facilities.
 - JV with Clean Max Rudra Private Limited for solar hybrid power generation facilities in Gujarat.
 - Cables factory Undergoing commissioning of 2 CCV lines.
 - Highest 18 UL approvals achieved and US orders for cables.
- Oil: Saudi Aramco Base Oil Company – Luberef has signed a memorandum of understanding (MoU) with APAR.
- Conductors: Agreement with Hindalco for sourcing molten metal.

Product/brand launches since 2021:

- APAR Cables Solutions:
 - 18 UL approvals for the US market.
 - Specialised OFC cables, tether cables, tactical cables, submarine pressure tight cables, torpedo cables, for defence and shipyards.
 - Complete cable harness for locomotives & railway coaches.
 - Earthing kits for rolling stock, PA system cable harness.
 - Complete integrated harness for electric buses, and EV - 2 & 3 wheelers.
 - EV chargers.
 - Solar jumpers and moulded harness with inline fuse.
 - Wires, cables & harnesses for automotives.
 - Re-launched best-in-class APAR Anushakti house wire (powered by e-beam technology, melt-resistant, 50 years life).
 - Sonu Sood signed as brand ambassador.
 - One of the largest exporters, a leader in CATV/ broadband fibre optic cables for the US & other global markets.
- Conductor:
 - Copper conductor for Railways and Optical Ground Wire.
 - (OPGW) & CTC for transformer industry.
 - Supplies to all top 25 global turnkey operators and leading utilities.

Market served (domestic/exports in %) and countries served:

140+ countries

Top 10 export countries for group: USA, Bangladesh, UAE, Australia, Brazil, Nepal, Ecuador, Turkey, Iraq, and South Africa.

No. of EPC contracts undertaken/ongoing with respective locations:

100+ conductor turnkey solutions

Future targets:

Expand the LDC business.

Details of joint ventures or details of the joint venture you are planning to set up with a firm in the near future:

JV with Clean Max Rudra Private Limited for the purpose of establishing and developing wind and solar hybrid power generation facilities in the state of Gujarat.

efficiency, drive sharper strategic focus and improve agility across businesses based on the strong parental support from Tata Steel leadership. In line with Tata Steel's long-term strategy, the consolidation of the downstream operations will enable growth in value added segments by leveraging Tata Steel's nationwide marketing and sales network," says Tata Steel in the statement.

The steel manufacturer considers synergies through raw material security, centralised procurement, optimisation of inventories, reduced logistics costs, and better facility utilisation, as the major advantages. The conglomerate also believes that there will be a further reduction of overhead and corporate costs after the conclusion of the merger. ■



Tata Steel Ltd. has approved the merger of seven of its subsidiaries

APAR Industries' latest TVC campaign “The APAR Magic of Sonu Sood”

The ad campaign, featuring Sonu Sood, promotes the range of APAR Anushakti wires, which are powered by e-beam technology.

October 27, 2022

APAR Industries Ltd has released its first-ever television commercial which features its brand Ambassador Mr. Sonu Sood, endorsing the company's range of electrical wires powered by e-beam technology.

The ad campaign builds on the 'ever-happy-to-help' persona of Sonu Sood. Kittu, a young boy in Kerala, faces a short-circuit problem at home due to the electrical wires burning out. He messages Mr. Sood to send him APAR electrical wires, and the actor happily obliges. Their flagship product APAR Anushakti travels from Sonu to Kittu through a beautiful scenic route.

On the release of the campaign, Mr. Kushal Desai, Chairman and Managing Director of APAR Industries, said, “Sonu Sood is known to give his best to solve problems for those in need, providing resources or security and even saving people's lives. Similarly, APAR brings APAR Anushakti wires to provide the nation with wires which can save lives and address the need of the hour, providing sustainable, superior, long-life wiring for the rapidly growing energy demands of the nation. What's more of course is, Sonu comes to the rescue with positive, light-hearted charisma, as he always does.”



The AD commercial features the renowned film personality Sonu Sood.

“APAR has a growing network across India. Our TVC is rolling out initially in Kerala and through social media and digital outreach and on-ground activations, 'isstaar ki shakti', will spread across Gujrat, Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Maharashtra, Delhi, Haryana, Assam, and West Bengal in the coming months. APAR Anushakti is gaining rapid acceptance and is becoming the wire of choice for customers,” added Ms. Gaurangi Desai, Head – Branding, APAR. ■

show that Indian manufacturing is synonymous to high quality, the benefits of which are being passed on to the end consumer. In India's journey to become a global manufacturing powerhouse, we are proud flag-bearers of the nation's manufacturing prowess."

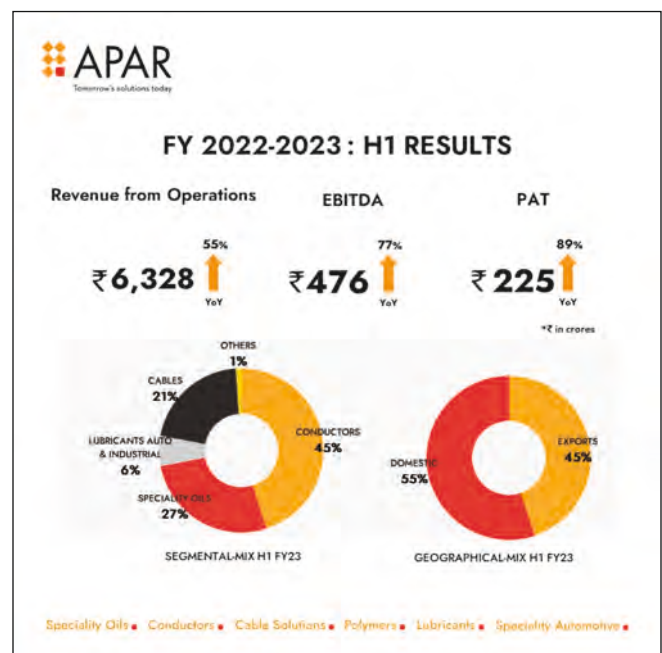
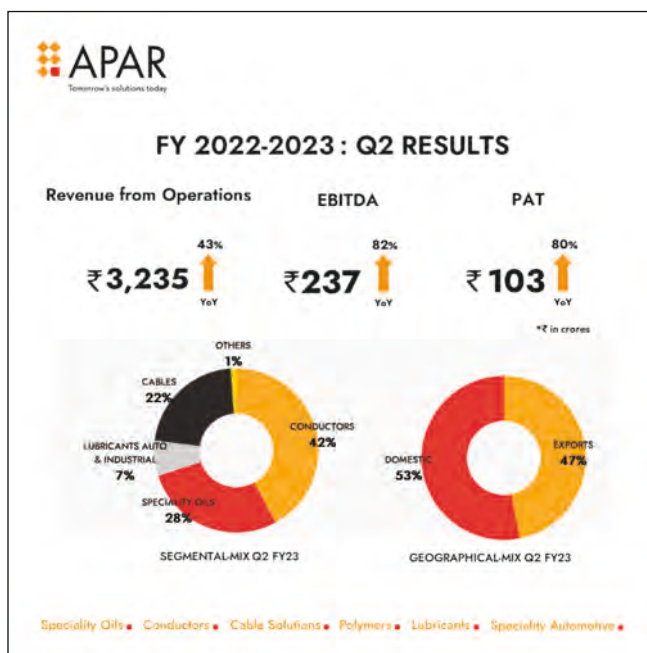
Sharing his views on the certification, Mr. Jagannath Majhi, Head, BIS – Bhubaneswar, said "Vedanta Aluminium has displayed immense proactiveness by coming forward voluntarily to certify its product range through the comprehensive standards established by BIS. An uncompromising focus on quality is the hallmark of any great organisation,

and Vedanta deserves praise for pioneering new benchmarks in this regard. I am sure that this move will encourage several other organisations to collaborate with BIS to ensure quality product offerings for consumers."

The company currently produces one of the largest ranges of aluminium products. Vedanta Aluminium's products such as Restora Low Carbon Aluminium, Billets, Wire Rods, Alloy Ingots & Cast Bars, AlSi T-Ingots, Slabs, Rolled Products, etc. cater to a vast spectrum of industries, from aerospace to automobiles, building & construction, electrification, engineering, packaging, consumer goods and more. ■

APAR Industries Posts Strong Revenue Quarter

The revenue of the cable solutions grew 79 percent YoY in Q2FY23.



APAR Industries Ltd. has announced its quarterly and H1 2022 results.

November 3, 2022

APAR Industries Ltd. has announced its consolidated results for the second quarter and half year that ended September 30, 2022. For cable solutions, Q2 revenue grew 79 percent YoY, led by strong growth in exports and elastomeric products. The exports contributed 50 percent of sales and EBITDA post forex adjustment improved to 9.2 percent in Q2FY23.

The revenue of the conductor segment reported a growth of 33 percent YoY with volumes growing 4 percent YoY during Q2. EBITDA for the quarter came in at INR 123 Cr. (up 143 percent YoY).

Key Financial Highlights: H1FY23

- Revenue at INR 6,328 cr; up 55 percent YoY
- EBITDA at INR 476 cr; up 77 percent YoY
- PAT at INR 225 cr; up 89 percent YoY

• Q2FY23

- Revenue at INR 3,235 cr; up 43 percent YoY
- EBITDA at INR 237 cr; up 82 percent YoY
- PAT at INR 103 cr; up 80 percent YoY

Mr. Kushal N Desai, Chairman & MD of APAR Industries, said, "We witnessed a strong quarterly and half-yearly performance both on the top line as well as on the bottom line. We achieved historic high half-yearly revenue and PAT with all three divisions contributing to the growth. The current geopolitical, macro environment and the level of infrastructure spends are providing a better platform for us. In addition, there is a strong push towards renewable energy across the globe. We remain optimistic to tap the opportunities coming our way. For the company, the growth drivers remain strong." ■