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## Accelerating the evolution of a net-zero future through sustainable cables

**Shashi Amin**

CEO- Cable Solutions, APAR Industries Limited

We intend to support the government's ambitious sustainability targets as they are consistent with our mission statement.

**T**he growing number of pledges to achieve net zero emissions by countries and businesses reflects an increasing sense of urgency toward a more sustainable future. Discussing the industry's contribution, Shashi Amin, CEO – Of cables Solutions, APAR Industries, says, "We are proud to be India's largest enabler of the green transition in the cable and wire segment, supplying the most quantity and variety of renewable cables and value-added products such as harnesses for solar power plants, EV buses, and vehicles."

### What is the market demand for environmentally friendly/sustainable wires and cables?

Buildings consume around 30 percent of India's electricity, and 2/3rd of the buildings which will exist by 2030 are yet to be built. APAR addresses this nation's need with APAR Anushakti wires powered by e-beam technology, which offer superior heat resistance features at 105oC, melt resistance, and 50 years of life. APAR has been growing the distribution and awareness of APAR Anushakti wires, which provide sustainable,

superior, long-life wiring, gaining rapid acceptance and becoming the wire of choice for customers."

### The administration intends to support green initiatives. What are your thoughts on this?

We understand economic growth can no longer be pursued at the expense of climate change and environmental degradation. The Government of India is leading and accelerating the evolution to a green, net-zero future by building the proper infrastructure and regulating sustainable practices across all sectors.

APAR is all equipped to support the government's ambitious sustainability targets as it perfectly aligns with our mission statement, "To design and manufacture building blocks for energy infrastructure, transportation, and telecommunication sectors that contribute meaningfully to making this world more energy efficient, environmentally sustainable, and safer."

### Is pricing a significant barrier to adopting green or sustainable cables?

For the wires and cables industry, retail and institutional consumers increasingly make conscious decisions with sustainability in mind. Forward-thinking and sustainable organisations that are market drivers need to come together and educate our audiences



and key influencers on these technologies and benefits. Some consumer behaviour studies have shown that, on average, more than one-third of the population is willing to pay more for sustainable products or services. I have personally seen customers who are well educated and have experienced the benefits of APAR's speciality wires and cables.

### How should the necessity for fire-resistant and flame-retardant cables and wires in electrical installations be assessed?

On average, 15 people die due to electrical fire incidents every day. This can be easily prevented by installing wires and cables insulated with fire-resistant, flame-retardant, low-smoke, and zero-halogen PVC materials. APAR manufactures state-of-the-art low-smoke, zero halogens, fire-resistant and fire-survival cables for various industrial, defence, and other applications. If customers and influencers are willing to pay a premium and come together to adhere to specific standards, we look forward to rising to the occasion. ⚡





# ISS TAAR KI SHAKTI APAR



**POWERED BY E-BEAM  
TECHNOLOGY**



HEAT RESISTANT  
@ 105°C



FLAME  
RETARDANT



SHORT-CIRCUIT  
RESISTANT



MELT  
RESISTANT