

MANUFACTURING HEROES



**Enshrining untold success stories of
the heroes from the manufacturing sector**



“What you do makes a difference, and you have to decide what kind of difference you want to make.”

SHASHI AMIN
CEO (Cable Solutions)

India's largest e-beam cable manufacturer

APAR Industries Limited is a diversified billion-dollar conglomerate with a strong presence in over 140 countries. As the largest aluminium and alloy conductor manufacturer and the 3rd largest transformer oil manufacturer, the company enjoys a leadership position in the global markets. APAR also offers over 350 grades of speciality oils, the largest range of speciality cables, lubricants, speciality automotive lubricants and polymers. Equipped with technologically advanced R&D centres, eight manufacturing locations in India and one in Sharjah (UAE), the company is poised to continuously develop new products and solutions for its customers, and deliver tomorrow's solutions today.

Cable Solutions

APAR's business vertical of Cable Solutions is the fastest growing business of the conglomerate, established in 1958. APAR entered the cables business in 2008 and has been steadily growing at about 20% CAGR over the last 10 years. This is the result of its extensive investments in new technologies, product innovations and a wide product range.

As India's No.1 and largest cable manufacturer for renewables and specialty cables, APAR caters to various sectors like railway locomotives, coaches, naval ships, submarines, solar, windmill, hybrid cables & harnesses. It also offers a wide range of telecommunication cables as well as general purpose cables.

Over the years APAR's cable division has pioneered manufacturing a range of LV/MV/HV XLPE power cables up to 66 kV, flexible house wires & cables, elastomeric cables, electron beam(e-beam) irradiated cables, optical fiber and specialty hybrid cables. All these cables are produced at APAR's two world-class manufacturing facilities at Umbergaon and Katalwada, in Gujarat, India. The company takes pride in being India's largest manufacturer of e-beam cables, with three e-beam accelerators (1.5 MeV, 2.5 MeV and 3 MeV). A new e-beam accelerator of 2.5 MeV is under installation at the Khatalwada plant. Its facilities also hold all the necessary internationally renowned certifications, including EN 50618, TUV 2pfg1990/5.12, IEC 62930:2017 & UL 4703.

Backed by extensive R&D facilities and a strong research team, APAR has introduced a comprehensive range of application-specific wires and cables in more than 100 countries around the globe. APAR is a trusted domestic partner, serving all major naval shipyards and private shipyards. As a highly reputed supplier, the company also caters to Indian defence, developing and supplying specialised OFC cables, tactical cables, and submarine and torpedo cables, to name a few. This range of cables is specially developed as import substitutes to support the Indian Army and Navy

"With our superior product range, we are on the path of making India

Aatmanirbhar (self-reliant), proudly serving world-class products to the Indian market and further raising the benchmark for the industry," states Shashi Amin, CEO (Cable Solutions), APAR.

APAR is an innovative Indian supplier to the nuclear power industry. As one of the largest cable exporters and a leader in CATV/ broadband fibre optic cables, the company also provides specialist technical services, cable design and other value-added services. 18 UL approvals for product quality have enabled the company to sell its products to the US markets. There is also a growing demand for its products in Africa, Middle East, Australia and Europe. "Renowned for our product quality and manufacturing capabilities, we are committed to raise the Indian flag as a trusted brand amongst major OEMs, utilities, power generation, and transmission & distribution companies globally," remarks Amin.

On a growth trajectory

"In FY 2022 our cables witnessed a revenue growth of 57% and EBITDA growth of 82%. Exports contributed to 36% of our total revenue from the cable business. In the same year, our Light duty cables (LDC) business saw a sharp growth and to boost that further we are eager to expand our distribution network to ensure timely availability of our best-in-class APAR Anushakti which is powered by e-beam technology, heat resistant at 105°C, melt-resistant and

giving 50 years of life," informs the CEO.

He further adds: "With a new brand ambassador, growing trust and network expansion across India, the LDC business is setting higher targets for FY 23. To cater to multiple cable solutions needs, we have introduced a range of innovative products which are trusted by 15,000+ electricians, and 1,000 retailers in Kerala and Gujarat. In FY 23 we will further expand our business in the other states viz. Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Maharashtra, Delhi, Haryana, Assam and West Bengal."

'Safety First' forms the basis for all product developments, manufacturing and the cable solutions business at APAR. Its flagship house wire brand APAR Anushakti is a revolutionary product which serves the nation with the need of the hour. "Buildings consume around 30% of India's electricity. Two-thirds of the total buildings which will exist by 2030 are yet to be built. We can equip buildings with wires which have new levels of safety, current carrying capacity and energy saving features, provided the same is included in the design stage," points out Amin.

"The Wire and Cable industry was about INR 58,000 crore in FY 22 and we expect it to grow at a CAGR of above 10%. APAR has been working diligently to create awareness of its innovative LDC range among all the stakeholders through BTL, ATL and digital routes," says Shashi Amin, unfolding his growth strategy. ●



APAR Industries Limited: Khatalwada Plant, Gujarat