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SHASHI AMIN
CEO, Cable Solutions
APAR Industries Limited

Q. What are the latest innovations in your cable solutions that differentiate APAR from competitors?

At APAR, we are committed to advancing our products through technological innovation to address unique customer challenges, driven by our vision to be a global leader in the energy infrastructure, transportation, and telecommunication sectors by delivering optimal solutions and value creation for stakeholders.

At APAR we are continuously working on improving our product by technological innovations to solve unique customer problems. APAR has been associated with Indian Defence and Naval Department, DRDO/NPOL for over 20 years for development of specialized import substitution cable products.

Some major developments in the recent past are Mining Cables as per ICEA, NEMA, ASTM, Lightweight Special tactical cables (<24 KG/Km) for Defence segment with a thickness of about two “5 rupees coin” yet sustains a military truck load, FRP cables of 12F/48F/72F triple sheathed FRP armoured fiber optic cable. This cable is one of its kind for having fire survival capabilities (up to 750 degree C) without any metallic elements being used. Other major developments/ product innovations are like Heavy Tow Cables, Torpedo Cable, Umbilical Cable, ROV Cable, Tether Cable Air Surveillance Balloon system, Pressure Tight and Non-Pressure Tight cables up to 60 BAR for Ship Building, Airport Lightning Cable, EV Cables.

APAR is also one of the major suppliers of railway cables and harnesses for Vande Bharat trains. Through these innovations, APAR continues to lead in delivering high-performance, reliable solutions across various critical sectors.

Q. Can you provide examples of major projects or clients that use your cable solutions?

With Diversified business across product portfolio, market segments, customer base, geographic spread, APAR placed itself in a strong competitive position in attractive growing markets coupled with lower cost. Our contributions to the Vande Bharat trains and the INS Vikrant and INS Taragiri naval vessels underscore our role in advancing national defence and transportation. We are also proud to be part of the Rajasthan Atomic Power Project (Units 7 and 8), powered by NPCIL and the Sydney Metro, which represent our commitment to critical infrastructure. Internationally, our involvement in the West Gate Tunnel Project in Australia highlights our global reach. In the real estate sector, we have supported prestigious developments including Kalpataru Paramount, Rustomejee Azziano, Runwal My City, Godrej United in Bengaluru, and Shapoorji Pallonji Sarova. Additionally our work on the Microsoft Data Centre in Hyderabad exemplifies our dedication to high-tech infrastructure. These projects reflect our unwavering commitment to excellence and innovation across diverse and impactful sectors.

APAR is a prominent player in Power Distribution and Renewable Energy sectors through MV/ LV & Solar Cables where our major Customers state and private utilities, large EPC contractors, transmission companies etc. APAR has become no. 1 domestic supplier of cables for renewable sector in India. All Solar cables with XLPE insulation armored or unarmored are specially manufactured with UV stabilized PVC ST2 outer sheathing with in-house specially formulated compounds to sustain the Direct/ Diffused/ Indirect Sunlight. APAR offers wide range of cables to Wind Energy sector covering Nacelle cables, Converter cables, Tower Power and control cables, Lightning cable for Blades, Generator cables etc.

We have the highest market share in Rolling stock and locomotives business of railways and metro rail with our

XLPE and Elastomeric cables & Harnesses. We are again the leaders in Defence & Shipping through Elastomeric Cables & Specialty Cables serving to all Indian Navy and other major shipyards pertaining to govt and private sectors. Our strength lies in manufacturing customized products for specialized applications in defence and naval sectors.. APAR is one of the largest player in Elastomeric cables in India and our presence in the mining business. We have been working with key customers in Nuclear power segment meeting their regular as well as specialized cables requirement.

Automotives is a relatively new segment where we huge potential business opportunities for our automotive cables & harnesses. We are also one of major suppliers to automotive players in commercial vehicle segment for Electrical Vehicles (EV). APAR is also present in the Telecom & Data Communication offering wide range of Optical Fiber Cables (OFC) and serving to major telecom players present in India.

Our presence is limited in Real Estate and Industrials segment due to fragmented nature of business.

Q. What are the future plans for APAR in terms of product development and market expansion?

APAR has set up ambitious growth target for next 5 years surpassing the industry growth rate by far and with a strategic emphasis on expanding our presence in international markets. Although we are a dominant player from India in the exports market for cables and wires, there still remains whitespaces where we are working upon to strengthen our presence. US and Europe remain to be our focussed market in exports with huge market potential. In domestic market also we are working towards building a robust distribution network pan India to build our presence in real estate and industrial sector which constitute around 25% of domestic cables and wires demand.

APAR is already a known name in B2B business but traditionally not present in the distribution market of cables and wires.

For last 6 years or so, we have been working very hard to establish our retail wires business with our innovative offering of E-Beam powered house wires. We have built our presence from scratch and now we are present across 18 states in India with approximately 330+ distributors and 10k+ retailers. We see a future where retail business will start contributing substantially to our Cables & Wires revenue.

In alignment with these objectives, we are undertaking significant enhancements to our manufacturing capabilities. Brownfield capital expenditure plans are already underway to increase our annual production capacity to meet imminent demand. Looking ahead, we are also undertaken greenfield projects to support long-term growth and meet the escalating demands from both domestic and global markets.

Q. How is APAR leveraging new technologies to stay ahead in the industry?

Our USP is our technical capability and ability to keep developing new and better products designed to meet specific customer requirements which help us stay relevant in the business with evolving technology. APAR has been one of the first movers to cater to the needs of cables and wires for special application from various sectors like wind, solar, defence, railways, automobile etc. APAR has the early mover advantage in adopting E-Beam technology which offers superior cross linking of polymers leading to superior thermal & mechanical properties. Now with five E-Beam lines (1.2 MeV to 3 MeV), APAR has become no. 1 domestic supplier of E-Beam powered cables in India.

On the factory side, we have been actively working upon improve our efficiency, reduced operational costs and superior product quality. APAR has implemented Industry 4.0 at its

production facilities in KHatlwada. By integrating cutting-edge technologies such as IoT, AI, and advanced automation, we are significantly enhancing operational efficiency and driving real-time data analytics. This not only enables predictive maintenance and reduces downtime but also allows for greater flexibility and customization in production processes.

We also started our sustainability journey back in 2021, guided by the UN Sustainable Development Goals (SDGs) by efficient processes and technologies to reduce energy consumption, waste generation, and carbon emissions.. APAR Cable division has significantly reduced GHG intensity, expanded renewable energy capacity and implemented water conservation measures. In 2022 APAR was ranked 3rd in CRISIL ESG rating among industrial sector. APAR has done it's sustainability disclosure to Eco-Vadis and also won Silver medal from Eco-Vadis.

Q. What are the key features that differentiate your elastomer and e-beam cables from traditional cables?

Electron Beam (E-Beam) curing offer distinct advantages and characteristics for cable insulation. E-Beam curing involves direct carbon-carbon (C-C) linkage which significantly enhances heat resistance by providing superior thermal stability and allowing the material to carry higher currents without degradation. This method also improves electrical properties, enabling cables to sustain higher temperatures and voltages with reduced radial thickness. Consequently, E-Beam cured cables are lighter due to thinner insulation and sheath layers, and they generally have a longer expected lifespan particularly in elevated temperature environments.

In contrast, chemical curing relies on carbon-oxygen-carbon (C-O-C) or carbon-silicon-oxygen-carbon (C-Si-O-C) linkages facilitated by curing agents. This method results in lower heat resistance, reduced electrical

performance, and increased insulation thickness, which contributes to a heavier overall cable weight.

Overall E-Beam curing provides superior thermal stability, better electrical performance and extended durability making it a more effective choice for high-performance cable applications.

Q. How does APAR ensure the quality and reliability of its cable solutions?

Both our manufacturing facilities and laboratories are ISO-certified and NABL-accredited upholding Quality Management System (QMS) ISO 9001, Environmental Management System (EMS) ISO 14001, and Occupational Health & Safety (OHSAS) 45001 standards. At APAR, quality is one of the most important factor and we take pride in the same. Our manufacturing processes involve stringent measures for quality checks so that our cables meet the set standards. We provide customers for what they have paid for as against prevalent industry standards where top brands are flaunting with cable quality by not meeting the set standards. This practice is very common in trade business of cables. Inferior Cable quality poses serious risk and damage to life and property due to increased chances of cable failures with prolonged usage.

APAR is one of the largest exporter of cables and wires from India. Our 14 UL category approvals, which is the highest for any Indian manufacturer, in itself is testament to our strong quality focus and superior technical capability. APAR (corporate level) exports its products to 140+ countries including USA, European counties, Australia, Middle East etc. With over two decades of collaboration with prestigious entities such as DRDO, the Indian Navy, and Indian Railways on notable projects including INS Vikrant and Vande Bharat, APAR has established a reputation for excellence. ●●●