

APAR CABLE SOLUTIONS: ENGINEERING A SUSTAINABLE FUTURE

> **CS Shrotri, CEO (APAR Cable Solutions)**, speaks of the manner in which trust can be engineered by carefully balancing performance with responsibility.

At APAR, cables are at the heart of what we do. Decades of manufacturing expertise have made us a trusted partner for utilities, EPC firms, telecom companies, and manufacturers worldwide. Our cable portfolio is built on one principle: in applications where failure is not an option, reliability must be engineered into every metre.

Our manufacturing facilities in Gujarat use advanced production technologies, including electron-beam irradiation cross-linking, which enhances the durability, safety, and long-term performance of our cables. Our plants meet globally recognised standards for quality, environmental management, and occupational safety, while accredited testing facilities and international certifications across key markets reflect continuous validation by respected global bodies.

The breadth of our portfolio sets



us apart. In renewable energy, our solar cables are built for long-term performance in harsh environments, resisting heat, UV exposure, and environmental stress. Our wind energy cables support complete turbine connectivity, and our electric vehicle cables and charging solutions advance the shift towards cleaner mobility. For demanding sectors, we engineer application-specific cables for defence, nuclear energy, railways, submarines, and locomotives, where performance under extreme conditions is essential.

We also serve everyday safety and infrastructure needs. Our fire-resistant house wires are designed for higher performance and longer life, reducing the need for frequent replacement, while our optical ground wire and conductor solutions integrate energy transmission with communication, helping modernise grids across regions.

Sustainability is built into our cable portfolio. Renewable energy cables use materials that minimise environmental impact, and we are developing bio-based compounds

to further reduce the carbon footprint of our products without compromising performance. Even our packaging is designed to cut material use. Environmental Product Declarations give customers a clear view of lifecycle emissions, and our climate strategy prioritises real operational improvements over offsets.

Our partnerships are built on local understanding. In Europe, we work with utilities and manufacturers that demand precision and compliance. In the United States, we meet strict standards backed by local presence and service. In the United Kingdom, we deliver products designed for specific regulatory and industrial requirements. Across every market, our approach stays consistent: understand deeply, deliver reliably, and exceed expectations.

As countries invest in renewable energy and grid upgrades, APAR continues to deliver dependable cable solutions backed by decades of experience, designing the essential components that make energy, transport, and communication systems safer and more sustainable.

