

## Polycab India: Infrastructure Growth to Propel the Growth of Electricals



Mr. Bhushan Sawhney, – Executive President and Chief Business Officer (Cables), Polycab India Limited

**P**olycab India, the largest manufacturer of wires and cables in India, has a diverse array of products including – wires, cables, fans, lighting & luminaires, switches and a range of other FMEG products. For the upcoming fiscal year, the Company plans to strengthen its connection with the consumers and manufacture technically advanced products in view of its broad goal of contributing towards the nation's development. During an interaction with Wire & Cable India, Mr. Bhushan Sawhney, – Executive President and Chief Business Officer (Cables), Polycab India Limited, apprises about the recent innovations, strategies for achieving further growth, market expansion plans, key market trends and their participation at Elecrama 2023.

### New innovations and recent developments

At Polycab India Limited, product and process innovations have played a pivotal role in our journey of delivering excellence and staying ahead of the curve. A large team of magnificent NABL-accredited R&D and technical professionals support the manufacturing function through their expertise in the research process, design, performance, and project management, and they cater to evolving market requirements with superior quality products which minimize carbon footprints.

Polycab Green Wire is our flagship product spearheading our go-green initiative. These wires are extruded by a special Type C PVC. The insulation reduces heat losses and thus conserves a significant amount of energy.



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Green Wire is free from any kind of hazardous chemicals and substances and thus is certified as RoHS (Restriction of Hazardous Substances) and REACH compliant. Moving a step ahead, we designed HFFR 04XZ wire (Halogen Free Flame Retardant). Polycab has come up with a high-speed charging cable for EVs, suitable to withstand tremendous load and temperature, thus aiding a superfast charging of EVs.

Polycab is constantly growing and expanding. At some point, stagnation is against our virtue, and we strive to keep adding feathers to our cap. One of our recent endeavours was to add additional CCV lines to increase our manufacturing capability of cured cables to meet the growing demands of India. In addition, we are expanding our manufacturing infrastructure across the country to allow for faster turn-around times.

In our understanding, a company's most valuable asset is its employees; hence, hiring the best talent from the pool is an important aspect. The Company ensures that it hires the best talent from premier institutions like the IITs and IIMs, we train them and put their fresh minds to research and

development under equally talented and experienced leaders. To complement the capabilities of the workforce, the manufacturer provides them proper incubation with state-of-the-art laboratories and equipment.

### Market expansion plans and defining trends in the year ahead

A broad high-level goal for the upcoming financial year would be, to strengthen our connection with the customers and end-users, manufacturing more technologically advanced products and contributing towards the nation's development. Today, development has reached every part of India. Demand is increased and supply is following suit as a result, facility expansion will be considered.

Due to rapid GDP and economic growth, India will experience a power surge soon. The number of units consumed per capita has increased significantly, and it is expected to grow. The current government invests heavily in infrastructure development, including modern-era public utility facilities (airports, railway stations, etc.). These investments will

recirculate, and India will soon see massive growth in private real estate and infrastructure construction. Several industrial corridors are being built and industries will emerge as connectivity improves. As industries will set up, residential projects for the working staff in these industries will begin in addition to the construction of commercial complexes, small businesses, recreational facilities, and other similar structures.

All these new developments will significantly increase the demand for electrical commodities. Manufacturers must brace themselves, expand their facilities, and strengthen the supply chain structure if they want to be an active part of this mega expansion. Apart from the huge demand for quantity, several new product types, like BMS cables, fire survival cables, and home automation solutions will be in high demand.

### Idea for participation at Elecrama 2023

ELECARAMA is India's largest event for the electrical industry, where Indian and international customers and key decision-makers come under one roof. We have been consistently participating in ELECARAMAs and each time it has provided us with a unique experience. As India's largest wires and cables manufacturer, our advanced and innovative product portfolio is ever-expanding and Elecrama gives us the right platform to showcase this to our current and potential customers. Therefore, it is a great platform for us to establish new business prospects and relationships.

This time, we'll be demonstrating our products from an industry viewpoint, and we've chosen eight distinct industries to do so. In addition to this, Polycab's entire range including – fans, lights & luminaries, switches, switchgears, pumps, solar, and home automation solution products will be showcased during the event.