

# KEI Industries Looking At Diversification For Growth

FW BUREAU

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Delhi-based KEI Industries limited, one of the largest cable manufacturing company in India, which has successfully commissioned 100 per cent export oriented unit in Chopanki (Rajasthan) early this year, is aiming to become Rs 2000 crore player in next 2 years and for this it has contributed its focus on identifying new thrust area for expansion, in addition to growing its core business which is power cable segment.

The company is now fully capable to manufacture EHV

cables ranging from 66 KV to 132 KV. KEI has achieved another milestone in its growth history as now it has joined the elite group of the few power cable manufacturers which have in-house capability to manufacture cables with more than 66 KV capacity. Earlier KEI Industries was manufacturing HT Power cable to 33 KV.

KEI Industries has strong presence in 27 countries and it has a growing market share of 10 pc in Indian Market. KEI's success story in power cable industry has encouraged it to explore the new dimensions. ◆