



“ In the next two years, the company wants to be worth Rs. 2000 crore”

Anil Gupta

CMD, KEI Industries Ltd.

**Q.** Could you shed some light on KEI cable's product range?

KEI provides a wide range of products which are supplied to number of industries in different sectors such as power, steel, telecommunication, fertilizers and petrochemical industries, among others. The company's product portfolio includes the following:

EHV cables up to 220 kV (under technical collaboration with M/s Brugg Kabel AG of Switzerland)

- › HT/ MV cables
- › Control & instrumentation cables
- › Rubber cables
- › Thermocouple cables
- › Zero halogen cables
- › Braided cables
- › Telephone cables
- › Submersible cables
- › Single and multi-core cables
- › House wires
- › Mining cables
- › Welding cables
- › Cables for defence
- › Ship wiring cables
- › Stainless steel wires, etc.

**Q.** What do you regard as the major challenges faced by power cable manufacturer and what government support would you seek?

One of the major challenges would be the large number of unorganized cable producers in the Indian market. They offer similar product range, however most of them are of sub standard quality. Along with this, the other challenge the industry faces is the ever increasing metal prices which leads to a shrinking profit margins.

KEI has faced these challenges but over the years, the company has earned a respectable reputation in the market by nurturing long-term relationships, ensuring timely execution of orders and becoming a reliable partner in executing client projects. Our cost-effective quality and reliable product portfolio for customers have helped KEI achieve a dominant position in India's wires and cables industry.

Please tell us about some corporate objectives that KEI cables attaining in the next 5-7 years?

In the next two years, the company wants to be worth Rs. 2000 crore. With growth in industrial and infrastructure activity in the country, the company plans to capitalize on the opportunities by building a strong presence in their new EPC division by getting more projects and lastly spreading its wings in newer national and international market through their extensive dealer network.

**Q.** In the field of power generation, transmission and distribution, private sector has started playing a prominent role. What do you think about the impact of this on power cable industry?

Given the robust surge in demand for energy and the consequent investment planned in power generation, transmission and distribution, the Indian cable industry is slated for a strong growth in demand. This optimism is based on the fact that cables account for 3 – 3.5% of the total power generation project cost, 1.5 – 2% of power transmission project costs and approximately 10% of power distribution project cost.

This will have a very positive impact on the growth of the power cable industry. The industry is already shifting towards EHV cable systems of 220KV to 400 KV. The industry will see further improvements in design and materials to improve carrying capacity for a given cross section of cable.

**Q. Recently KEI has been awarded the 'Super brand' status for the year 2010-2011. What is the secret behind this?**

The secret behind KEI being awarded the Super brand status is our consistent delivery of quality products. At no point of the production process is the quality of our cables and wire compromised. We also have a state-of-the-art Research and development division, which is constantly monitoring the quality of the cables and wire produced as well as developing innovative products. Also, we strongly believe in delivering superior customer service. The repeat orders received year after year from satisfied customers bear testimony of our uncompromised quality and commitment.

Our testing labs in Bhiwadi and Changanooki, which are equipped with the most sophisticated of testing machinery, ensure that the products are of superior quality. KEI is the first cable manufacturing company to win the National Accreditation Board for Testing and Calibration Laboratories (NABL) certification.

NABL accreditation is a formal recognition of the technical competence of a testing, calibration or medical laboratory for a specific task following ISO/IEC 17025:2005, ISO 15189:2007 Standards. Accredited laboratories have the responsibility of satisfying the criteria for laboratory accreditation at all times, which are verified during Surveillance and Re-assessment visits by NABL.

Recently KEI has collaborated with Brugg Kabels-Switzerland; please tell us more about the outcomes of this collaboration?

KEI Industries Limited has signed a technical collaboration agreement

with Brugg Kabels AG of Switzerland, for manufacturing EHV cables of capacities up to 220 kV.

This technical collaboration agreement will entail complete know-how transfer, including designing, manufacturing, testing techniques, training of its manufacturing/designs personnel in manufacturing of cables, etc. This technology will also enable KEI to establish a stronghold in the EHV cable segment and help it to secure



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contracts in the power segment from both the government and private sector.

**Q. Please elaborate on your newly started EPC segment?**

Our EPC segment was started so as to provide end-to-end solutions for electrical turnkey projects. The company's key strengths in the EPC segment include in-house execution capabilities, ability to manufacture own EHV cables/HT cables and also offer the entire range of products - instrumentation cables, control cables and power cables.

Within the EPC segment, the company services both the government and private sectors. Through recent strategic tie-ups, KEI is better qualified to win projects based on the key parameters of financial health, technical qualification, project execution capability, projects already in hand and the ability to take and execute more projects.

**Q. Which are the key areas showing significant growth for your exports?**

The company enjoys presence globally across almost 30-40 countries, focusing primarily on the power and utilities segment. The product ranges which have showed significant growth are the following:

Specialty cables including braided cables

Fire survival and zero halogen cables

Oil and gas sector

**Q. Tell us about your manufacturing and R & D facilities.**

R&D plays the crucial role, an ISO 9001:2008, ISO 14001:2004 & OHSAS 18001:2007 certified company; KEI carries out stringent quality control measures under surveillance of a competent team of technocrats and quality enablers.

Continuous product innovations and cutting-edge R&D at KEI's in-house labs is what contributes towards constant evolution in our offerings and services. All KEI's cables and wires are of a superior quality, as they are accredited and certified by testing agencies across the globe. We always thrive to develop the new innovations whenever we receive the new product specification from the customers like elastomeric cables for wind farms application, defence ship building wires, material handling equipment cables and welding cables. We develop the cables as per the electrical and mechanical parameters and our cables are also approved for oil and gas platforms for both onshore & offshore categories ■