

## KEI targets underground cabling business

**D**ELHI-based Rs 980-crore KEI Industries Limited has acquired the capacity to manufacture EHV cables ranging from 66 kv to 132 kv.

It's one more feather in the cap of one of the largest cable manufacturing companies in the country. This move has helped KEI to join an elite group of select power cable manufacturers that have such in-house capability.

Explaining the reasons behind venturing into the manufacture of 132 kv cables, Anil Gupta, chairman and managing director of KEI Industries Ltd, says it makes business sense for the company

because the government's new policy has abolished the practice of overhead distribution of power and

now all cabling in the country is going to be underground. 132 kv cables are generally used in power generation plants and for distribution purposes.

"KEI Industries has equipped itself to manufacture high quality cables up to 132 kv. We have also installed state-of-the-art CCV line imported from Troester, Germany," adds the industry veteran. A commerce graduate from the Delhi University, Gupta has been associated with KEI Industries for about 40 years.

With a presence in 27 countries and share of about 10% in the Indian market, KEI Industries has also identified new thrust areas for business development and expansion, in addition to growing its core business, which is power cable segment, says Gupta.

He adds, "KEI Industries is a leader in the Indian cable and wire industry. We are targeting to achieve a turnover of Rs 2, 000 crore in the coming two years. Our company has big plans to undertake capacity expansion. The focus on extra higher voltage power cables can pave the way to achieve this growth for us."



—Contributed by  
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