

IRON & STEEL

REVIEW

A GLOBAL PUBLICATION ON STEEL & HEAVY ENGINEERING

BRUGG KABLES AG , SWITZERLAND enters Indian Power cables market , ties up with KEI Industries Ltd

To manufacture extra high voltage cables in India.

Keeping in mind the huge business opportunities India is offering, in the wake of large scale infrastructural development, Switzerland's Brugg Kabels a USD 240 million, Switzerland's leading cable producer has announce its entry in the Indian power cables industry.

To fuel its India entry Brugg Kabel AG has join hands with KEI Industries Limited- the leading power cables company in India. As per the long term agreement between both the companies, KEI Industries will manufacture & market Extra

high voltage cables ranging from 66kV/ 110kV/132kV/ 220kV at its manufacturing facilities located at Bhiwadi & Chopanki, district, Alwar, Rajasthan.in India, while BRUG Kabels will provide the required Technology to manufacture extra high voltage..

KEI industries already have state of the art manufacturing set ups at the above locations and presently manufacturing cables upto 66KV. To manufacture EHV cables above 66KV with the help of new Technology from BRUG Kabels, it will add new lines in the existing set up. The investment in the above expansion would be to the tune of 35-40 croe.

Announcing the Indian foray of BRUGG Kabels, MR Urs Schnell Group CEO, Brugg Kabels AG, Switzerland said, " India is one of the fastest growing market despite the global recession. The large scale infrastructural developments in the country have made India a key designation in Brugg's global expansion plan."

Commenting on the tie-up with KEI Industries, Mr Schnell elaborated, "when Brugg decided to enter the Indian market, we were on look-out for a local partner and KEI was the most ideal choice as its has a strong manufacturing base in India besides, KEI;s product line is in sync with our products."

KEI
Wires and Cables
The power behind the power



On left Anil Gupta, CMD KEI Industries Limited, On Right Urs Schnell, Group CEO, Brugg Kabels AG

Commenting on this tie up Mr Anil Gupta, Chairman & Managing Director, KEI Industries Limited said, "With Brugg Kabels joint venture, KEI has achieved another milestone in its growth history as now it has joined the elite group of few power cable manufacturers equipped to manufacture cables beyond 66 KV."

The above technical collaboration agreement will allow KEI complete know-how transfer which shall include design, manufacturing, testing, techniques, training of its manufacturing / design personnel in manufacturing of cables along with jointing techniques as also complete EHV system design (design/manufacture/installation/testing & commissioning) of EHV cables.

"With this full technology back-up, the joint venture will also help KEI in making its presence in extra high voltage cable segment by securing contracts from various public utilities (Central/ State) as also private segments, further added Mr Gupta Brugg Kabel AG, Switzerland is a pioneer in manufacturing high voltage / extra high voltage cables along with jointing and cable accessories up to 500kV voltage grade. Besides this, Brugg specializes in turnkey systems/ design of extra high voltage cable projects with world over installation.

While disclosing the huge business opportunity in the EHV segment Mr Gupta said, "With the turnaround in economy and Government's total focus on infrastructure projects, the demand for extra high voltage cables up to 400kV is likely to grow exponentially. The rapid load growth necessitates transmission/ distribution of power through underground cables because of the major problems faced in right of way (especially in large cities)"

The other segments which will escalate the demand for EHV cables, shall be the connections to bulk power consumers in the industry sectors, like, cement, steel, refineries, petrochemicals etc. but also for power supply to SEZs, multiplexes, large residential complexes etc.

With very restricted capacity presently existing in 132kV / 220kV segments (90% imports) this step taken by KEI will definitely ease the burden on imports as also bringing down the project costs.

An over 1000 crore company KEI aspires to become a Rs.2000 Cr. supplier in 2 years and it has laid its focus on identifying new thrust areas for expansion and up-gradation in addition to growing its core business which is a power cables segments.