



Our share of export market has increased significantly and we are now the only Indian company to be recognised by Bloomberg in the flameproof industry globally

says **Mr. Karthik Bhutada**

Partner - 1. Power Flex Wires & Cables 2. M. M. Sankhla Electricals

in an interview to *Electrical Line*

Q-1. Can you elaborate on the various sectors where your specialised Wires and cables are dominating the market?

Ans. Power-Flex Wires & Cables is the most preferred brand today with major MEP consultants, interior designers and class one Electrical contractors for mega industrial and commercial projects across India. We have seen a substantially growth in copper consumption year on year since 2002 largely due to a number of multinational corporates and global manufacturers stepping up capacity in India. Our clientele span across multiple industries and verticals ranging from Energy, Oil and gas, Steel & Cement, Automobile, Pharmaceutical, Aerospace, Information Technology etc. Our market domination and strong infrastructural capacity has allowed us to bag some of the major projects across the nation. We have successfully executed multiple projects for Ola, TCS, Infosys, Apple, Royal Enfield, Bank of America, JP Morgan, HSBC, Pepsi, HAL, ISRO, BAXTER, Microsoft, Mercedes Benz, BMRCL, Qualcomm etc. We are running at almost full capacity with our order booking until the end of Q2,2024.

Q-2. How do you meet the challenge of offering cost-competitive but high-quality products in a highly price-sensitive market like India?

Ans. Copper is a highly sensitive commodity which is driven and dominated mostly due to geopolitical and economic events globally therefore we have limited scope for bargain. To meet the rising demand of our products we are now expanding and building into a greenfield facility of 1 lakh sq ft which will increase our production capacity by 2000MT per month. We are investing heavily by building a 630KVA Wind power and 800KVA solar power plant, with this our operations will run at 65% green energy immediately and we aim to run the entire facility with 85% green energy by 2028. We are planning to integrate advanced engineering, AI and advanced analytics and build it into a smart factory. These integrations will help us in bringing down our raw material wastage drastically and also increase the labour productivity by 75 percent while reducing energy consumption by 10 percent a year which could have a substantial impact on our price competitiveness and further help in improving our bottom

line.

Our focus has always been on ensuring that our wires are rolled with the highest grade of copper (more than 99.95% purity). This purity delivers maximum conductivity, and even the slightest degradation in purity can hinder the conductivity. A 0.05% of arsenic impurity in copper can hamper about 15% of its conductivity which could raise safety concerns. Therefore, with this mix we are confident of increasing our market share year on year while staying intact with our quality and price competitiveness.

Q-3. Can you elaborate on the rise of the explosion proof industry and how do you see the market edging ahead?

Ans. We have been a key ally with the FCG Hi-Tech group led by Mr Hiren Patil since 1987 in India. Flameproof light industry typically refers to manufacturing or production processes that involve materials or environments where there is a risk of fire or explosion. In such industries, specialized equipment and lighting fixtures are used that are designed to prevent the ignition of flammable gases, vapors, liquids, or dust particles. These fixtures are constructed

with materials and designs that minimize the risk of sparks or heat that could potentially ignite the surrounding atmosphere. The flameproof industry has seen an increasingly tremendous up-cycle post covid because of the china +1 factor. A number of Specialty Chemicals, Agrochemicals and Pharma Intermediates companies have relocated to India from China, which will only continue as after COVID-19 more companies have started evaluating alternative supply chain solutions to minimize the risk of dependence. The pharmaceutical and API industry in India is expected to reach \$65 Bn by 2024 and to \$130 Bn by 2030. We are seeing tremendous growth even in the Hydrogen and Oil & Gas sector with numerous private sector and public sector companies scaling up their investments. Therefore, we see immense potential and are certain of scaling our market share.

Q-4. Based on your growth estimate, how do you plan on meeting the rising demand? Is your current plant sufficient to meet the rising demand for flameproof products?

Ans. As far as the Indian market is concerned, Meeting the rising

demand is a core focus for us as we continue to grow and expand our market presence. To address this, we have a multi-faceted approach that encompasses both capacity expansion and operational efficiency improvements. We are actively investing in expanding our production capacity to ensure that we can meet the increasing demand for flameproof products. This includes potential upgrades to our existing plant and evaluating opportunities for setting up additional production lines or facilities.

Our share of export market has increased significantly and we are now the only Indian company to be recognised by Bloomberg in the flameproof industry globally. We are in talks for setting up an additional facility in Saudi Arabia to meet the rising demands of the MENA region and also exploring potential opportunities for growth in the Latin American and Western markets. FCG-Hi Tech under the leadership of Mr. Hiren Patil has seen tremendous innovation in every vertical of the product category and with our aggressive market reach we are confident of growing our market share at a double digit growth year on year.