



Our e-beam powered APAR ANUSHAKTI house wire is such a unique product which is creating new insight on the consumers buying mentality and capturing market at a very fast pace

says Mr. Shashi Amin

CEO - Cable Solutions - APAR Industries Limited

in an interview to *Electrical Line*

Q-1. What is the USP of the Cables and Wires manufactured by Apar and which are the core verticals where they are optimally used?

Ans. APAR Industries Limited is gearing up to tackle the biggest challenges of the 21st century, catering to the needs of the global energy sector through sustainable means. The company with its innovation-first mind-set is working towards providing energy efficient and environmentally sustainable solutions for Energy Infrastructure, Transportation & Telecommunication sectors.

In 2008, APAR Industries Limited entered cables business to expand its portfolio and forward integration by acquisition of UNIFLEX Cables. In 2012, APAR introduced, new gen-tech to build largest e-beam facility in India. In 2021, APAR was the 1st Indian player to create guidance OFC for torpedoes and become the 1st Indian company to get an AdBlue certification by VDA-Germany. Keeping exports business in mind APAR already have 12 UL category approvals, (Highest in India). Currently we are the leading manufacturer in domestic segment for renewable sector cables and one of the top exporter of cables in India.

Along with wires, cables & harnesses for automotive, we are manufacturing and supplying a complete range of integrated harness for electric buses, 2 & 3 electric vehicles (EV), EV chargers, solar jumpers and molded harness with an inline fuse. With increasing requirements for cable quick-to-install products and quality that outlast, we are developing a complete range of cable harness for locomotives & railway coaches, earthing kits for rolling stock, PA system cable harness and many more. APAR is one of the major suppliers of cables and wires for "Vande Bharat" trains.

Apar has associated with Indian Defence and Naval Department DRDO/NPOL for over 20 years for development of specialized import substitution cable products.

Over the past few years our cable vertical has developed and introduced specialized OFC cables, tether cables, tactical cables, submarine pressure tight cables, torpedo cables, for defence and shipyards. Also our e-beam powered APAR ANUSHAKTI house wire is such a unique product which is creating new insight on the consumers buying mentality and capturing market at a very fast pace. APAR ANUSHAKTI is melt-resistant, fire-retardant and offers 50 years of life. We are also continuously working towards expanding our manufacturing capacity as well as our product range.

Q-2. What are the special strategies for 2024-25 to enhance your existing presence in the competitive market?

Ans. APAR is the largest Indian manufacturer of renewable sector cables and also the no. 1 exporter for cables in India. Our domestic market not only restricted to regular routine cables but also our dedicated R&D team has developed cables for very special usage and end to end solution for renewable sector. APAR harness is such an innovative product which will be the future of cabling in renewable sector. Demand for our APAR ANUSHAKTI cables is increasing day by day due to its higher current carrying capacity and temperature resistance. With the mantra of never compromise with quality, we are expecting to be one of the top 5 domestic players in the segment. With increasing global trend for the usage of renewable energy especially in US and Europe, and with ongoing recession, China+1 policy, higher man power cost exports market is opening significantly for Indian cable manufacturers. Not only in US and Europe, Africa and Oceania are also seeing lot of infra developments. Especially post strong funding from ADB and World Bank African market is going to see developments in every aspect in never seen before

way which is also a potential market for cable manufacturers.

For Export business, with 50+ UL products approval, DCA, ECA, IEC 62930 & TuV & EN 50618 approvals we are eligible to sell our products in almost every country. For Indian manufacturers we capture more than 25% of cable exports market. Our prime focus is in US market and Oceania and Latin America. Also keeping in mind the recent developments in infrastructure and lifestyle in African countries, we are also keen to capture significant market capture there.

Q-3. Can you elaborate to us on the 4 e-Beam facilities offered by Apar?

Ans. APAR was one of the early movers adopting the E-beam technology in 2012 in a big way and now has four state of the art E-beam accelerators (1.5 MeV, 2x2.5 MeV, 3 MeV). Currently we are the leading manufacturer in domestic segment for renewable sector cables and one of the largest exporter of cables in India. APAR introduced a range of solar cables for emerging PV based renewable energy installations ranging from 2.5 to 500 sqmm Cables with Electron Beam Cross-Linking. APAR renewable cables are PV – 2kV Cables (UL – 4703), Fixture Wires (UL – 66), UL 1072 (MV cables) approved and comply to PR-I, PR-II, -40°C, FT1, FT2, FT4, CT, VW1, SR (Sun Resistant) Rating. APAR is No. 1 domestic supplier for renewable cables and also approved by major global players in renewable sector. All Solar cables with XLPE insulation armored or unarmored are specially manufactured with UV stabilized PVC ST2 outer sheathing with in-house specially formulated compounds to sustain the Direct/ Diffused/ Indirect Sunlight in case of exposed cables at any stage of installation. APAR Solar cables are as per BS EN 50618, TUV 2007 & 2012, IEC 17025:2005 & UL 4703 and CPR approved from BASEC lab.

Our E-beam powered APAR

ANUSHAKTI house wire meet international standards for the Indian Market by exceeding the IS: 694 basic requirements and is such a unique product which is creating new insight on the consumers buying mentality and capturing market at a very fast pace. APAR ANUSHAKTI is melt-resistant, fire-retardant, high oxygen and temperature indexed and offers 50 years of life. It also carries 50% more current than conventional wires and saves energy. APAR Anushakti Wires are powered by E-Beam technology in which cross links polymer chains of plastic three dimensionally with each other leading to formation of Carbon-Carbon bond and thus enhances the wire's electrical and mechanical properties and makes it more rugged. Our tagline "IssTaar Ki Shakti APAR" beautifully sums up the brand promise.

Some other examples of E-Beam irradiated cables are Locomotive Cables, Ship Building Cables, Automotive wires, Defence special application Cables, Fire Survival wires & Cables, PVC insulated winding wires, Overhead Covered Conductors. With spare capacity in E-Beam, APAR also offers its E-Beam services for other sectors like sterilization of medical devices and curing of heat shrink tubes used in Cable jointing kits.

Q-4. What are the success mantras you abided by to create your legacy of success?

Ans. APAR Industries Limited - founded by Late Mr. Dharmsinh D Desai, in 1958 is a technology driven and customer focussed company characterized by reliability, adaptability, innovation and leadership in our product categories. Over the years, it has evolved to become a USD 17.5 billion company, offering value added products and services in Power transmission conductors (World No. 1 conductor manufacturer), Transformer & Speciality Oil (World No. 3 in Transformer Oil Manufacturing), Power distribution and communication cables (No. 1

exporter of cables in India). As an organization APAR believes in creating tomorrow's solution today based on its 4 core values of Innovation, **Accountability, Entrepreneurial Drive and Leadership.**

Our two manufacturing plants are located in South Gujarat - Umbergaon and Khatalwada – spread over an area of 3 lac sq km. APAR has also set up 4 Electron Beam accelerators (1.5 MeV to 3 MeV) along with suitable handling systems. Both the plants are Quality Management System (QMS) - ISO 9001; Environmental Management System (EMS) – 14001; Occupational Health & Safety (OHSAS) – 45001 certified. Manufacturing capabilities at APAR are suitably aided by its two NABL accredited lab capable of testing more than 700 different type of cables for different domestic and international standards. Recently, APAR had engaged with M/s Falcon Labs who are one among the top notch consultant for implementing Industry 4.0 which will automate the entire manufacturing process thus increase productivity and reduce cycle time.

Not only APAR focuses on product innovation and quality but also in line with UN-SDG's (United Nations Sustainability Development Goals) APAR has started its own sustainability journey in 2021. In 2022 APAR was ranked 3rd in CRISIL ESG rating among industrial sector. Cable division reduced a total of 5.73% of GHG intensity while there has been an increase of 17.64% of production on Y-O-Y basis.

APAR shares its joy to be one of the preferred company in terms of customer choice and recognised by various prestigious organizations and bodies. Our hard work paid off by winning "Technology of the Year" award at "India Wind Energy Leadership Awards 2023" and "Company of the Year: EV component manufacturer 2023".