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## Show Report

Show Report

# Speaker at Cable & Wire Fair 2015



Mr. Anil Gupta, CMD, KEI Industries Ltd.



Mr. Vijay Karia, CMD, Ravin Group



Mr. Nirmal Saraf, Managing Director,  
Nirmal Wires (P) Ltd.



Mr. Harry Prunk, Executive Board,  
SIKORA AG



Mr. Sandeep Aggarwal, MD,  
Paramount Communications Ltd



Mr. R. Ramakrishnan,  
Vice Chairman & JMD, Polycab Group



Mr. Abhishek Gupta, Director,  
Gupta Power Infrastructure Ltd.



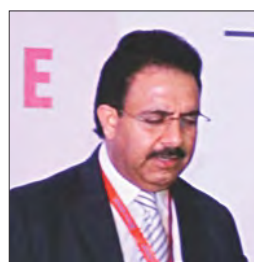
Mr. V K Bajaj, COO, Uniflex Cables Ltd.



Mr. Kamal Jain, KLJ Group



Mr. Roopak Karnik, MD,  
Bekaert India Ltd.



Mr. Kanchan Dogra, Managing Director,  
Rosendahl Nextrom



Mr. Dilip Dev, Vice-Chairman, SWMAI



Ms. Nivedita Pandya, Director,  
Diamond Power Infrastructure Ltd.



Mr. Avinash Ladha, Director,  
TDT Copper Ltd.



Mr. Massimiliano Perrone, Sales Manager,  
SAMP S.p.A. - Sampsystemi Division



Mr. Ralf Wallmeyer, Sales Manager,  
IDEAL -Werk



Mr. Dheeraj Dev, Director,  
H.D. Wires Pvt Ltd.



Mr. Bernd Lohmueller,  
Executive Vice President / CMO, NIEHOFF



Mr. Mario Neuenhaus,  
Albemarle - Martinswerk GmbH



Mr. Dipl.-Ing. Jens Kieselstein, MD,  
KIESELSTEIN International GmbH

# Cable & Wire Fair 2015: Omens of Profuse Growth



**L to R:** Mr. Harry Prunk, Executive Board, SIKORA AG, Germany; Mr. Anil Gupta, CMD, KEI Industries Ltd; Mr. Nirmal Saraf, MD, Nirmal Wires Pvt Ltd; Mr. Kamal Jain, Director, KLJ Group; Mr. Parveen Kumar Jain, CMD, Tulip 3P Media Pvt Ltd and Editor & Publisher of Wire & Cable India magazine and Mr. Priyank Jain, CEO, Tulip 3P Media Pvt Ltd

A dazzling display of products and machineries from the wire and cable industry represented by over 12 countries was unveiled amid large gathering of visitors. Businesses, ideas, and leaders came together to discuss the future of the sector at the conference happening in parallel with the expo.

**C**able & Wire Fair 2015 (CWF15), the first edition, organized by Tulip 3P Media Pvt. Ltd – the publisher of celebrated Wire & Cable India magazine, took off on December 3, 2015 at Pragati Maidan, New Delhi, India. The exhibition cum conference, spanning 3 days from 3-5 December, was inaugurated amidst cheers and much fanfare. Exhibitors from over 12 countries including India put their products, machineries, and technology on display for visitors. Over 10,000



registered visitors from India and overseas were seen active during three days of the show.

The show is set to become a premier wire and cable expo in India based on the tremendous positive response from the industry in India and beyond. It is centered at creating a consensus driven, growth oriented stage for the wire and cable industry in India. Exhibitors broadly included wire & rod manufacturers, cable manufacturers, machinery & equipment manufacturers for wire/cable making, consumables makers, spares makers for wire/cable making, etc.

### A Long Awaited Show

Many companies from India and overseas exhibited at the show. Companies such as Aarti Steels Limited, Assomac Machines Limited, Bansal Wire Industries Limited, Carl Bechem Lubricants India Pvt Ltd, Danfoss Industries Pvt Ltd, Kkaplena Industries, KLJ Polymers & Chemicals Limited, Medek & Schoerner, Parovi Machines, SAMP S.p.a, Sarvasv Machiner, Supremac Industries India Ltd. etc. put their ensemble for the visitors. The exhibitors and visitors expressed their satisfaction over the arrangement and smooth conduction of the expo.

The show was inaugurated by eminent names of the wire and cable industry such as Mr. Anil Gupta, CMD, KEI Industries Ltd; Mr. Kamal Jain, Director, KLJ Group; Mr. Harry Prunk, Executive Board, SIKORA AG, Germany; Nirmal Saraf, MD, Nirmal Wires (P) Ltd.

**Mr. Anil Gupta** said, "The show and conference running side by side is always a boon for the industry where one finds a space for both displaying one's product and exchanging knowledge with others. We welcome such show from our heart and wish it a huge success in times to come."

**Mr. Kamal Jain** said, "We have been eager to see a show, targeting our industry, organized in the national

capital. Cable & Wire Fair 2015 is sort of breather and we look forward to seeing this show grow from strength to strength in future."

### Industry to Witness Better Days

Speaking, at the inaugural session of CWF 2015, on the state of Indian wire and cable industry, Mr. Anil Gupta hinted at gradually improving state of affairs amidst plethora of government's initiatives across the sectors accruing in increased demand of the wires and cables in times to come. He said, "The world economy, at the moment, is on the recovery path from the extended slowdown which started in 2008 and India as a country is all set to become a global manufacturing hub. With the Govt. of India initiating several programs like Make in India, there would be immense facilitation and consolidation of manufacturing in the country thereby making every industry more competitive. Initiatives like Smart Cities, Digital India, BharatNet, etc. are sure to take the demands of wires and cables to a new height.

"Indian wire and cable industry is doing well in terms of growing demands and we hope to continue growing by virtue of growth in telecom, renewable, and transmission sectors. Moreover, India's power sector is growing at brisk pace, and with the government's commitment to provide 24X7 quality power to all, the Indian wire and cable industry would witness huge demands in power cable segment.

"With industries like infrastructure, mining, construction, tourism & hospitality, the demand is to grow steadily. We see a lot of opportunities in the oil & gas sector with the substantial expansion in refineries and gas production plants in India. Metro railways have been a big booster for the cable industry for last several years. Initially DMRC took the lead, and now we are witnessing metro rail projects coming up in every major city across India which,

in my opinion, will continue for next 20 years."

Mr. Gupta feels that there is an increasing movement towards industry becoming more and more organized and becoming more quality and technology driven. He said, "Despite being a volume driven product, wires and cables have a lot technical specifications which have to be kept in mind. The Indian wire and cable industry of late has become quite quality conscious, and is set to witness a transformation towards more technological advancement in times to come. The expansion of automatic and innovative cost reducing manufacturing technology is increasing the productivity and quality at factory level.

"Moreover, over a period of time, the industry has moved from being unorganized to a lot more organized. We have seen that large players have come up more because of quality consciousness and other technological advancements in the industry, and vice-versa."

Mr. Gupta opines that cable and wire sector is hugely diversified because of rising demand of energy and the sector is estimated to grow at CAGR of 15 percent year-on-year, although in last two years the growth has been more where the volume grew by almost 25 percent. According to Mr. Gupta, this kind of growth has been unprecedented and not seen in other electrical products. The demand is predominantly from intelligent electrical devices and growing digitization.

"If we evaluate the electrification plans of Smart Cities as per the Govt. of India statistics, nearly 94 percent households in urban areas have access to electricity, but not quality access with respect to adequacy, steady voltage, etc. The cities therefore should shift towards smart metering at the household level to stop the pilferage of power; towards establishing smart grids, and its integration with renewable sources. Also, the existing distribution system

needs to be strengthened and power banking system systems should be put in place," said Mr. Gupta.

Mr. Gupta stressed the need of green building and green transport for energy conservation view-point, and indicated that there will be massive commitment towards renewable energy after latest United Nations Climate Change Conference 2015, COP 21, where the stipulated contribution of renewable energy has set at about 25-30 percent. The renewable energy generation would be 36000 MW by the end of the 12th year plan.

Talking about the challenges the wire and cable industry recurrently faces, Mr. Gupta said, "The challenges include the management of input costs, the competitions arising out of Chinese and Korean imports, high rate of interest, infrastructure bottlenecks at roads and seaports leading in delayed transportation and shipment, etc. These are the issues that I think the present government is trying to look into.

"Export is a persisting challenge and companies in India have to make efforts in making 'Made in India' products acceptable and competitive to international customers in terms of quality. However, this is happening now, and some specific companies are making products up to global benchmarks. The Govt. has also announced some market focused and product focused schemes, and some interest subvention plan has also been announced in the EXIM policy to ease the banking credits and financing mechanisms.

"Challenges of course are there, but I am sure that our Industry is well poised to address these issues," concluded Mr. Gupta.

### The World is Watching

"Indian economy is potentially a very economy today," said Mr. Kamal Jain, Director, KLJ Group, "and the world is watching. We are making attempts for growing, for taking a

leap, but something or the other is holding us back. However, I am sure that with the continued effort and the law of nature lion would get its share in few more attempts and that India will have its share of growth.

Mr. Jain said that India's current growth of 7-8 percent may need look too bad from the angle of developed world's growth, but it's not too good either for a developing country like India. However, continued and sustained effort to revitalize the economy, especially manufacturing sector, will surely pay dividends in times to come.

"When the economy growth happens, the infrastructure would be a pre-requisite – infrastructural growth would look up to economic growth and as a chain reaction infrastructure will catalyze further economic growth," said Mr. Jain. "We are now sitting at excess capacity in the cable industry. But, the wire and cable industry is right on the threshold of potential growth and that would happen the moment we realize some growth in our economy.

"Polymer compounds probably are the biggest specialty contribution in the wire and cable segment after the commodities like metals such as copper. There are lots of advancements in the ways we perceive technology, the ways people buy compounds, and the ways people make compounds. We are gradually moving towards a market that realizes the significance of quality both when buying cables and buying compounds, hence leading to a more mature market."

Mr. Jain also underlined the market today as more organized and being dominated by large players who contribute copiously to overall GDP. He said, "I think the top 10 cable manufacturers are contributing a GDP of almost Rs. 20,000 cr to Rs. 25,000 cr. Compounds and polymer consumption at 12-13 percent should be about Rs. 7000-8000 cr per annum for the cable industry which by any means is a good volume.

"To a good extent, we have been able to assure that requirements are met locally, domestically. The target for polymer industry and additive industry is to make sure that world class products are available. I think that KLJ has been largely successful in doing that. As a company we don't only satisfy the requirements of Indian market, but we are also exporting our products to almost 80 countries around the world."

"We are sitting on a challenging time where economy could have been brighter – not very bad right now, but definitely it could be much better. We have excess capacities to be fulfilled in the market, lots of projects clearances pending because of some govt. related issues, some taxation issues which the govt. is working on to resolve, etc. Once we get over these, things will start looking brighter," concluded Mr. Jain.

### Increasing Quality Concerns

**Mr. Harry Prunk, Executive Board, SIKORA AG, Germany** outlined the changing spectrum of technology preference and quality over a period of time, and opined that cost reduction and quality has remained central to the aspirations of the wire and cable industry across the world. He said, "It's just as well that Indian companies are expecting continuous growth in the next 15 years with some expansion outside India. However, they are also right in conjecturing strong competition from global players, and the competition won't be only on price front, but on technology and performance also.

"When I look back 40 years of the wire and cable industry, the measurement technique gradually moved away from human influence to concentrating more on optical devices to increase the product quality. The next step was people looking for reduction in cost and oversized wall thickness. And, today our focus rests on minimum material consumption with uncompromised quality.

"We can see this in all fields of the industry. We can, for instance, take the automotive industry where the wall thickness tends to become minimum to achieve overall lower weight for less fuel consumption. We have devised many technologies for that. However, the new challenge emerging in the automotive industry is to switch to aluminum conductor from copper conductor."

Mr. Prunk also pointed to upcoming big growth in optical fiber business in India owing to growing consciousness towards digitization. "We have also seen big changes in optical fiber usages, especially in those countries where copper cable network was not so well established, thereby giving the opportunity to optical fiber business to grow. And, that market is huge and booming at the moment, especially Asian countries," he said.

"Coming to power cable industry, we see a tendency away from nuclear power and coal based energy to renewable energy sources like wind and solar. For tapping the ocean wind power, we need quality sub-sea cables – longer production with less and less cable joints. At the same time, quality, reliability, performance, and a life time of 30-40 years have to be assured. All of that is only possible if we start not with the cable, but with the inspection of compound i.e. the purity of the material," said Mr. Prunk outlining the new quality paradigm emerging from the requirements of renewable energy.

Stating further on the significance of compounds in making quality wire and cable, he stressed on the need to cut down on the sole reliance on supplier and go for some self inspection and quality check. "In the past, there was much dependence on the supplier; you couldn't do something yourself. But, today there is plethora of ways through which you yourself can assure the quality of material thereby improving the quality and performance of your

wires and cables. I am sure many of you have already invested in those quality inspection technologies," said Mr. Prunk.

Concluding, he said, "There is a lot more to be done, especially on the power cable side where we see the growth is quite strong in next few years; there is a lot more to be achieved."

### **Steel Wires: Strength & Security**

Outlining the significance of steel wire industry in economy and in supporting the industrial growth, **Nirmal Saraf, MD, Nirmal Wires (P) Ltd** said, "When you talk of steel wires sector, I don't see myself as someone who manufactures steel wires, but rather as someone who provides strength, security, and safety to public at large. How do we do that? As soon as you talk about steel, strength comes to your mind, and most of what we make provides strength to city infra, railways, tyre industry, conductors, etc. And, of course, we protect you by fencing – a lot of steel wire goes into it."

"Steel wire industry is huge in India – today standing at 4 million tonnes a year. The industry landscape is studded by largely MSMEs, with very few large players, capable of competing with anyone in the world in terms of product quality and standard. The industry is also growing fast and the consumption of wires has doubled in past 9 years indicating a CAGR of 8 percent. Going forward, the way the Govt. is moving and the economy is looking up, we see this sector doing very well," said Mr. Saraf giving an overview of the steel wire industry.

He continued, "However, a note of caution has to be sounded, though we are galloping ahead. The biggest problem that we foresee today is the availability of raw material, which is persisting from last seven-eight years."

On the subject of protection of indigenous industry from imports,

Mr. Saraf said, "Of late, there has been downturn in the commodity prices internationally and we have seen a clamor from producers of commodities like aluminum and steel for protection against imports in the form of tariff and non-tariff barriers. I personally feel that protection to the industry in general, in long term, will result in weakness if the industry is not left to fight against all odds and come out fine. We are sure to surge ahead, but we have to focus on quality and competitiveness, not on protection."

### **Conference: Panel Discussions and Technical Sessions**

The conjoint holding of show and conference was hailed by many as rare and worth attending. The three days show was to witness three CEO panel discussions and three technical discussions, where first day saw two CEO panel discussions and one technical session. The first round of CEO Panel Discussion was on the broad subject of Indian cable market, growth opportunities and key challenges. The panelists were Mr. Anil Gupta, CMD, KEI Industries Ltd; Mr. Vijay Karia, CMD, Ravin Group; Mr. Abhishek Gupta, Director, Gupta Power Infrastructure Ltd; Mr. Sandeep Aggarwal, MD, Paramount Communications Ltd. Mr. Priyank Jain, CEO, Tulip 3P Media Pvt Ltd was moderating the discussion.

The second round of CEO Panel Discussion delineated on the subject of growth opportunities and key challenges for optical cable, renewable and other specialty cable market now and in future. The panelists were Mr. VK Bajaj, COO, Uniflex Cables Ltd; Mr. Avinash Ladha, Director, TDT Copper Ltd; and Ms. Nivedita Pandya, Director, Diamond Power Infrastructure Ltd. The discussion was moderated by Mr. Jasvinder Singh, Managing Director, Supermac Industries (India) Limited.

## Our Exhibitors — CWF-2015

 Aarti Steels Ltd.	 Associated Machinery Corporation Ltd.	 Assomac Machines Ltd. Co-Partner	 Bansal Wire Industries Ltd.	 BLS POLYMERS LTD. Excellence in Compounding	 BWE Ltd.
 Cab Device Industries	 Cable Tapes Uk Ltd Single source for all cable taping tapes & tapes	 Cable Tech Machines India Pvt Ltd.	 Carl Bechem Lubricants India Pvt. Ltd.	 CGN Dasheng Electron Accelerator Technology Co., Ltd.	 Chhaperia International Company
 Clifford Welding Systems Pty Ltd	 CMI LIMITED	 Coatwell India Pvt. Ltd.	 Continuus-Properzi S.p.A.	 Danfoss Industries Pvt Ltd	 Datsons Enterprises
 Dhingra Polymers Pvt Ltd	 Durga Engineering Works	 ENKOTEC Enkotec A/S	 FAINPLAST SRL	 Fort Wayne Wire Die, Inc.	 GMP Reels
 Farbwerke Herkula SA/AG (herkula Farben GmbH)	 Huestis Industrial	 IDEAL Welding & Automation	 Jouhsen bündgens MASCHINENBAU GMBH	 Kemtech International Private Ltd.	 KIESELSTEIN International GmbH
 KKalpana Industries (I) Ltd.	 KLJ Polymers & Chemicals Ltd. Principal Partner	 LIFELINE Lifeline Technologies	 LMI India Pvt Ltd	 MACHINE & CONTROLS INDIA Solutions rather than Machines Associate Partner	 MAG HOT FOIL MARKING TAPE MAG Plastics
 MAILLEFER Associate Partner	 Matrix Polytech Private Limited	 Medek & Schoerner GmbH	 Micro Products Company	 Mikrotek Machines Limited-India	 NM INDUSTRIES New Max Industries
 NUMALLIANCE	 NTB GROUP NTB Hitech Ceramics	 PAROVI MACHINES Associate Partner	 PRASAD GROUP Prasad Group of Companies	 PS COSTRUZIONI MECCANICHE Srl	 RAVNI TECHNOLOGIES RAVNI TECHNOLOGIES
 REELEX Packaging Solutions, Inc.	 Rockford Manufacturing Group Inc.	 ROSENDAHL KNILL GRUPPE Associate Partner	 RSD TECHNIK GMBH	 Saini Engineering Industries	 SAMP S.p.A. - Sampsystemi Division Associate Partner
 SARVASV GROUP Co-Partner	 SHARDA ENTERPRISES	 SIMCO Materials International (P) Ltd.	 Sneh International	 Spirka Schnellflechter GMBH	 Stolberger Inc. dba Wardwell Braiding Co.
 SUPERMAC Principal Partner	 SPPL Swastik Polyvinyls Pvt. Ltd. Associate Partner	 TDT COPPER TDT Copper Ltd. Associate Partner	 WHITE The Wipe Hotwire India Thermal Equipments Pvt. Ltd.	 VSP / Vikas Spool Private Limited	 Walson Woodburn Wire Die Pvt Ltd Associate Partner