



Presents:

# CABLE & WiRE Fair

**5 6 7**

THU FRI SAT

October, 2017

Hall 12 & 12A,  
Pragati Maidan,  
New Delhi, India

[www.cablewirefair.com](http://www.cablewirefair.com)



# SHOW REPORT

# CABLE & WIRE FAIR 2017

## A CONFLUENCE

### of All That Matters in the Wire and Cable Industry

With 10,800 visitors, 164 exhibitors, representation from 19 countries, and visitors from 24 countries, the premier exhibition has emerged as the undisputed centre stage of networking, information, and business for the global wire and cable industry in the heart of the Indian capital. The 2nd edition of the show has just upped every benchmark of how a B2B show should be held. Let's have a brief review of the show!

# CABLE



2.5 Times  
BIGGER

164  
Exhibitors

19  
Exhibitor  
Countries

10,800  
Visitors

300+  
Delegates

24  
Visitor  
Countries

After the broader acceptance of the 1st edition, not only the spirit to go ahead with the next edition was high, but the expectations too were enormous, which made the organizers tightrope walk in order to deliver what is expected. The show largely became synonymous with business-cum-information scaffold for the wire and cable industry by combining a parallel conference with an exhibition, and the 2nd edition only made it larger in the expanse and reach (almost 2.5 time bigger than first edition), by pulling over 300 delegates, 10,800 visitors, and 164 exhibitors, all satisfied with their performance at the conference and show, which validates the performance of the show per se. The list of countries from where

visitors poured in include Angola, Australia, Bangladesh, Bhutan, China, Ghana, India, Indonesia, Japan, Kuwait, Maldives, Mozambique, Nepal, Oman, Saudi Arabia, Singapore, South Africa, Sri Lanka, Switzerland, Thailand, UAE, Uganda, Vietnam, and Zambia.

The organizers made an enormous effort at recording an exhaustive quantum of feedback, where a crew of cameramen, reporters and correspondents made it sure not to leave any exhibitors without expressing their experiences at the show. The level of satisfaction in terms of immaculate organization and turn out of relevant visitors at stalls was enormous, as expressed by majority exhibitors. As felt by everyone, the show proved to be

an efficient platform to find business, promote products, make the brand visible, and the meet otherwise inaccessible part of the industry.

Apart from a well-arranged exhibition, the conference was studded with cable conclaves, CEO panel discussions, and technical sessions besides an elaborate inaugural session breaking the ice for 3-day mega show. The inaugural session seized the audience attention with the presence of people like Mr. Anil Gupta, CMD, KEI Industries Ltd; Mr. Andrew Shaw, MD, Dubai Cable Company (Ducab); Mr. Shreegopal Kabra, President, IEEMA and MD, RR Kabel Ltd.; and Mr. Vijay Vedmutha, MD, Bedmutha Industries, who all shared their views on various aspects of the wire and cable industry.

»





## Capturing the Business Fabric of Wire & Cable Industry

Mr. Anil Gupta, in his inaugural address, began by praising the show and how it has been able to success-



Mr. Anil Gupta, CMD, KEI Industries Ltd

fully capture the entire business fabric of wire and cable industry along with its overall positivity. He said the industry has become very large and relatively consolidated over the last 10

years. "The estimated size of the industry is around Rs. 40,000 Cr growing at CAGR of around 15 percent," he added.

Emphasizing that wires and cables would remain indispensable in future, Mr. Gupta sounded confident of the sector's growth riding on growing economy and large infra investments in times to come. According to him, the quality and technological aspects must not be undermined even if it's (wires and cables) largely a volume-driven industry. The movement towards becoming organized has of late enhanced the quality quotient of the industry. "I think the unorganized sector now just forms maximum 10-15 percent of the industry size and the organized sector is predominantly prospering," added Mr. Gupta.

Mr. Gupta highlighted the renewable sector's growth spawning newer opportunities for the wire and cable industry. Wind and solar projects are installed in such remote locations where power evacuation by way of

existing power transmission lines is not possible, and hence requirement for dedicated lines for such projects is immense. Apart from specialized power cable for solar and wind energy, there is major investment opportunities in LT, HT, medium voltage, and XLPE cables, he added. "The transmission and distribution side of the industry gives immense opportunities to the cable and wire industry, especially the power sector transmission," he said. "Furthermore, the infrastructure sectors like railway, which is a key sector, has seen tremendous growth in the capital expenditure by the Govt. and will continue to see growth in the coming years. The railway sector requires almost all types of cable – power cables, railway signaling cables, axle counter cables, and so on."

Mr. Gupta also outlined that much of the growth of the industry might be coming from booming metro rail projects in various sectors apart from

»







the construction sector, which would surely see a rising growth curve in times to come.

On the various challenges faced by the industry, Mr. Gupta counted the recent GST regulation, which has annexed the wire and cable industry under the highest tax slab, viz. @28 percent. “Being an essential part of the economy, our industry must not vulnerable to this kind of treatment. Our association has represented to the Govt., and I have said this in various forums that we have to be given a fair treatment in terms of taxes because the levy of such high tax rate has contributed to a steep hike in our working capital requirements. We know this product is very competitive and such high tax is unnecessarily blocking our working capital and we are gaining nothing out of this tax. The tax has to be paid today and customers pay you after 60 or 90 days. This is a key challenge that our industry is facing today.”

## **GCC Cable Market Scenario: A Lesson for India**

Mr. Andrew Shaw, MD, Ducab gave a detailed overview of GCC cable market in his key note address and



*Mr. Andrew Shaw, MD,  
Dubai Cable Company (Ducab)*

outlined how GCC and India both can learn from each other in order to sustain a desirable growth of the industry. Mr. Shaw in his address

mentioned many challenges that the Middle East cable industry, including GCC, is facing with a very low growth rate. He however sounded optimistic about few changes happening in the region, especially Saudi Arabia. “The standout for the GCC is the new changes taking place in Saudi Arabia, and if the fundamentals get changed, I believe it will change the market dynamics in the GCC and may unleash countries with 30 million people and tremendous resources, which at the moment is really held back.”

Mr. Shaw reasoned about how falling oil prices are having cascading effect of industrial degrowth across various sectors in GCC region, including wires and cables. “The bad news is that the oil price remains at about USD 50, so the budget deficit, which of course restrains spending and less spending hampers cable demand, making the cable makers upset in return.” He also highlighted how this curb on spending disturbed the project

»





market worth USD 170 billion across GCC by a flight of USD 50 billion out of this. “The problem is we all built capacities to fund projects worth USD 170 billion,” he added. Mr. Shaw said that the GCC markets are either static or more likely most of the markets are declining. There is over-capacity and because of that the pressures on the margins are growing.

Commenting on where GCC market stands today in comparison with the world, Mr. Shaw said, “The market has really been flat since 2007-08 onwards. Since then we have bumbled along sideways. What surprises me that growth in the rest of the world cable market has been robust. Of course, India is a big part of this world market growth. The GCC is around 5 percent, which is a significant market but not huge. In GCC, we have Saudi Arabia as the biggest market and producer. The real GDP is estimated at 0.4 percent this year because first two quarters were actually into recession. But there is a lot of cable

capacity in Saudi, likewise in UAE, Oman, Kuwait, and Qatar.”

Mr. Shaw also spoke about various renewable energy targets in different GCC countries and how it will cause additional demands for wires and cables. He however added that benefits are to be accrued in long term and that the GCC market seeks respite in short-term.

Outlining the significance of huge and fast growing Indian market, Mr. Shaw said, “Africa is the future but it doesn't use much cable yet and it is fragmented into at least 52 markets. Yes, it is coming up but a very difficult place to go and find the significant volume. The Indian industry is quite successful. Therefore, the GCC looks towards India – 1.8 billion people and cables growing at 15 percent compound growth rate. There is huge potential but again, difficult for outsiders to get in.”

He also forewarned the Indian cable industry about increased Chinese imports into the country in times to

come. “China is building its 'One Belt One Road Project'. It would bring a secure logistic corridor directly from China through Pakistan to the Indian Ocean, which has implications for the Indians as well as the GCC markets. Some would say marvelous cheap products. I think we need to recognize these threats, but for sure there are opportunities for India and the GCC cable industries to work together.”

“Speaking from one formally high growth market to one currently high growth market, I think there are some learning points we can get from each other. One of them is the danger of overcapacity. I know growing demand leads to capacity and I know how quickly just a little capacity can become an awful lot of too much capacity,” Mr. Shaw said.

## Steel Wire Demand Needs to Pick up

Representing the Indian steel wire industry, Mr. Vijay Vedmutha said, “We as an industry are facing the

»







*Mr. Vijay Vedmutha, MD, Bedmutha Industries*

problems of slow growth and weak investments in the infrastructure sector. We are eagerly looking toward to faster growth and good investments.”

Mr. Vedmutha also expressed that the Indian steel wire industry is passing through margin pressures because of the over-capacities in the industries and it is mostly because the demands are on a lower side than expected. He

attributed this over-capacity to continuous capacity addition by the industry in hope that the infra sector would see larger investments and huge capacities would be required to cater the demand. “The investment is happening but only slowly. I am hopeful it will definitely take place in the near future,” he added.

As per Mr. Vedmutha, the Indian steel wire industry today is at par with the world industry as far as speeds and processes are concerned. “We used to have problems with availability of quality wire rods, but that is now available in the country. The only requirement for now is that demand should pick up as fast as it can and the end user needs to be made aware of the quality parameters,” he explained.

Mr. Vedmutha sounded really happy for the organization of the exhibition-cum-show and congratulated Tulip 3P Media for organizing the international level exhibition.

## Quality, the Ultimate Benchmark for the Industry

In his special address, Mr. Shreegopal Kabra, continuously prodded the idea of 'good quality' in both production



*Mr. Shreegopal Kabra, President, IEEMA and MD, RR Kabel Ltd.*

and consumption processes. He threaded together the industry's sustainable growth with quality control in his eloquent speech and

»





emphasized that quality has to be constant growth partner of the industry. “I am not at all doubtful about the growth of the wire and cable industry. The question is how the growth will occur and whose growth it will be – the organized players or the unorganized ones, he said. Mr. Kabra was of opinion that unorganized sector had always been a cause of an unhealthy competition to the organized sector and quality always suffers in the process.

Mr. Kabra also highlighted the issue of electrical safety of wires and cables by saying that maximum number of fire accidents is electrical in nature and 60-70 percent are due to faults in wires and cables. “Being a sensitive commercial sector, the wire and cable industry needs to be well taken care of. Moreover, if we work together unanimously as cable manufacturers, we can improve the standard of wire and cable,” he added.

“BIS does not have the complete certification repertoire on various

much needed cable and polymer standards. We at RR Kabel are making wires for last 19 years and we are the first company to make LSZH cables and BIS still don't have the facility to give BIS mark. We are the first one to start HR PVC. We have to reduce and then come back to non-HR PVC because BIS does not approve that,” added Mr. Kabra.

Mr. Kabra also raised the issue of falling qualities of the solar cables with falling of prices. “The kind of quality these solar projects are using, I doubt whether it will work for 25 years. Because of the inferior quality of solar cables, the output of solar power will definitely go down after five or seven years,” he added.

Mr. Kabra also suggested that the Govt. and public sector procurement policies should shift its focus from L1 to Q1 and quality should get precedence over price. “The mood of the Govt. of various countries is toward L1. In my opinion, L1 is the biggest disaster. And, we as a manufacturer

should not fight for L1. We should fight for Q1. How long can we fight for L1? Is it possible that good and cheap can work together? I doubt. If it is a really good quality wire, it cannot be the cheapest. We need to have some premium over there,” he said. “‘Make in India’ will be successful when we all will make a good quality product, sell good quality product and use a good quality product. Otherwise, it might remain as a slogan.”

“People are looking towards India as a reliable supplier. In last 3-4 years, our Indian brands have grown to a different level. Last month, I was elected as an IEEMA President. From IEEMA platform, we have taken this vision that electrical safety is the first. In future, if we don't do investments, I don't think we will be able to improve quality. As a cable manufacturer, it's our social and moral responsibility to make the safest cable because we should not play with human life,” Mr. Kabra concluded.

»







L to R: Ms. Anchal Jain, Director, Tulip 3p Media Pvt. Ltd.; Mr. Shreegopal Kabra, President, IEEMA and MD, RR Kabel Ltd.; Mr. Tony Martens, VP, Technology and Development, Polycab Wires Pvt Ltd.; Mr. Anil Gupta, CMD, KEI Industries Ltd. and Mr. Harish Agarwal, Vice President, IEEMA, CEO, Supreme & Co. Pvt. Ltd.



L to R : Mr. Priyank Jain, CEO, Tulip 3P Media Pvt. Ltd.; Mr. VK Bajaj, COO, Uniflex Cables Ltd.; Mr. Sandeep Aggarwal, MD, Paramount Communications Ltd.; Mr. Abhishek Gupta, Director, Gupta Power Infrastructure Ltd. and Mr. Sanjeev Ranjan, MD, International Copper Association India.

## Cable Conclaves, CEO Discussions and Technical Sessions

CWF17 saw some high-voltage discussions at its cable conclaves and CEO discussions wherein a myriad of issues pertaining to cable industry were raised and discussed. Besides, technical sessions provided much needed space to industry experts to present some of the much talked about themes of wire and cable technology. In all, two cables conclaves, two CEO panel discussions, and two technical sessions were organized to give ample time to capture both business and technology side of the industry.

In first cable conclave the likes of Mr. Anil Gupta, CMD, KEI Industries Ltd; Mr. Tony Martens, VP, Technology and Development, Polycab Wires Pvt Ltd; Mr. Shreegopal Kabra, President, IEEMA and MD, RR Kabel Ltd. presented their views on various topics such as quality, pricing, standardization, govt. regulation, and taxation. While in the second cable conclave, industry stalwarts like Mr. VK Bajaj, COO, Uniflex Cables Ltd; Mr. Abhishek Gupta, Director, Gupta Power Infrastructure Ltd; Mr. Sandeep Aggarwal, MD, Paramount Communications Ltd; and Mr. Sanjeev Ranjan, MD, International Copper Association India presented

their perspectives from different product segment of the industry, viz. power cable, telecom cable, copper wire, etc.

The first technical session saw three presentations from compounding solutions companies and technology providers. Mr. Tapas Dey, Application Development Engineer, Borouge's Energy Business Centre presented his well-conceived presentation on "Jacketing Solutions for Buried Cables". Mr. Mark A. Jozokos, Global R&D Manager, Compounds BU / USA & UK, Vinyl Business Group, Mexichem Specialty Compounds presented to the audience a much sought after theme "Low Smoke Halogen Free Solutions in

»



L to R : Mr. Tapas Dey, Application Development Engineer, Borouge's Energy Business; Mr. Mark A. Jozokos, Global R&D Manager, Compounds BU / USA & UK, Vinyl Business Group, Mexichem Specialty Compounds and Mr. M.Murali Das, Sales Manager, Rosendahl Nextrom GmbH, India.



L to R : Mr. Enrico Conte, Product Manager Metallurgy, Sampsistemi srl; Mr. Holger Lieder, Sales Director, SIKORA AG and Mr. B Kamal Babu, MD, Mikrotek Machines Ltd.



Wire & Cable". Mr. M. Murali Das, Sales Manager, Rosendahl Nextrom GmbH, India presented the range of technology for cable making which Rosendahl offers in the form of its highly acknowledged extrusion and stranding lines.

In the second technical session, Mr. Enrico Conte, Product Manager Metallurgy, Sampsisitemi srl presented Samp's "Modern solutions for aluminum wire and cable application". Mr. Holger Lieder, Sales

Director, SIKORA AG explained about "Online measuring and control technologies for process optimization at the production of energy cables". Mr. B Kamal Babu, MD, Mikrotek Machines Ltd. in his power presentation talked about "Setting standards for selection of wire drawing dies and enhancing efficiency".

A CEO panel discussion, exclusively for the Indian steel wire sector, was held at CWF17 to highlight potentials, issues, and trends in from the

perspectives of major players in this important industry. The panel included Mr. Nirmal Saraf, Managing Director, Nirmal Group of Companies; Mr. Vijay Vedmutha, Managing Director, Bedmutha Industries; Mr. Sunil Chordia, Managing Director, Rajratan Global Wires Ltd; and Mr. Sampath Gilada, Director, Gilada Group of Companies. The discussion was moderated by Mr. Nirmal Singh, Director, ASSOMAC.





# STEEL WIRE INDUSTRY to FOCUS on QUALITY and INNOVATION to Spur Consumption in INDIA



Mr. Nirmal Singh, Director, ASSOMAC; Mr. Sampath Gilada, Director, Gilada Group of Companies; Mr. Vijay Vedmutha, MD, Bedmutha Industries; Mr. Nirmal Saraf, MD, Nirmal Group of Companies and Mr. Sunil Chordia, MD, Rajratan Global Wires Ltd.

Low per capita steel consumption, low infra investment, tax and labor reforms, quality and productivity, innovation, productive employee base, etc. are some of the persistent issues faced by the steel wire industry in India. The steel wire industry leaders discussed some of these issues in detail at Cable & Wire Fair 2017 conference.

A CEO panel discussion, exclusively for the Indian steel wire sector, was held at CWF17 to highlight potentials, issues, and trends in from the perspectives of major players in this important industry. The panel included Mr. Nirmal Saraf, Managing Director, Nirmal Group of Companies; Mr.

Vijay Vedmutha, Managing Director, Bedmutha Industries; Mr. Sunil Chordia, Managing Director, Rajratan Global Wires Ltd; and Mr. Sampath Gilada, Director, Gilada Group of Companies. The discussion was moderated by Mr. Nirmal Singh, Director, ASSOMAC.

The discussion was largely focused on quality and productivity issues coupled with some usual ones such as tax and labor reforms, the importance of innovation, safety, etc. Amid discussion, everyone unanimously expressed that the industry is optimistic of more investments on infra fronts generating requisite demand for the industry. The panelists though agreed that improvements have been seen in wire drawing technology and speed of the machines, they also expressed that the focus must always be on the quality of machines, dies, tools, and every other thing in the workplace.

## The Steel Consumption to Grow with Economy

**Mr. Sunil Chordia** of Rajratan Global Wires started speaking with a brief overview of his company and how it became a trusted steel wire brand globally in matter of no time because of continuous focus on innovation and quality. He said that the Indian steel wire market is quite big and upcoming and the world is looking at it. "For the last few years, the world's focus is on India because of the huge consumption base. India's population is what makes it attractive for the world to think of it as a big market. Of course, things are not happening the way we would like it to go. But, the Govt. is

working towards solving the issues of infrastructures, tax reforms, and labor reforms, which I believe would put the industry on right track."

Mr. Chordia said that more investments are likely follow because steel is the basic need of any nation. If any economy has to grow, the steel consumption will grow in multiples, he added. He though agreed that the consumption of steel products, including steel wire, is below global average, he also asserted that the industry is expecting a quantum increase in the consumption of wire products in India. "Now, the question is how we prepare ourselves for the growth and take advantage of being in the Indian market," he said.

"The biggest focus should be on the quality of the product; you should make the right quality because most of the wire products are consumed keeping safety in mind. No customer is ready to compromise on the safety aspect of the product he is using. If there are some technical problems, which resulted in the failure of a wire, I think no customer will accept your product," he explained.

"If we are using good machines and focusing on quality, my belief is that the cost will come down automatically. Making good quality is always cheaper than making a bad one." Mr. Chordia emphasized the need of better technology if quality and productivity have to be addressed. "We have seen a lot of innovations in manufacturing in recent times; not only in manufacturing, but also lots of improvements have been seen in wire drawing technology and speed of the machines. The technologies have reduced the cost of electricity and have improved the quality considerably," he added.

Speaking further on cost control, he said, "Many people from the industry may not agree but I firmly believe that

*"If we are using good machines and focusing on quality, my belief is that the cost will come down automatically. Making good quality is always cheaper than making a bad one."*

if we make a good quality product, our cost comes down. This will consequently help you to reach the global market." Mr. Chordia explained how competing in global market would tremendously improve the quality parameters as many customers outside the country are quite particular about the quality.

"There are challenges regarding the right quality of raw material. Even though the right quality of raw material is available in India, it is not enough. The talent pool is not available and we must always train people. We have trained many people. A lot of people are learning a lot while working with us. This will keep happening in any growing company, nation or market. We are part of the process," said Mr. Chordia.

## Go Beyond Normal to Realize Quality!

"Quality is my utmost objective; it is important that we have quality," said

**Mr. Nirmal Saraf** opening his speech at the discussion. "However, how to get the desired quality is another issue. One must go beyond his normal or routine processes to attain quality. Go to demanding customers and see what





*"With India aiming to produce 300 million tonnes of steel, which is thrice what we produce today, the wire consumption and production will triple as well. With the bonus of having such a huge market where we can operate in volumes, we should leverage that to build up the export capacities."*

they want! Unless the customer tests the quality of a certain product from a particular manufacturer, he would not become demanding. Meeting the demands of such customers is something which is going to put Indian steel wire industry aside from the rest in terms of quality. In the long run, it is the quality, which is going to win," he added.

Mr. Saraf delineated more on how to attain the consistent quality quotient in the production process and said quite insightfully that everything related to quality ensues from a thought process. A producer first has to start thinking in terms of quality, which will lead to efforts made in elimination of error, and documentation of all processes, eventually resulting in desired quality, he added. He further talked about a quality culture and ensuring good work environment at the organizational level to ensure quality control. "It starts with giving a very good work environment to your people so that they can work well and with full energy. The big challenge which most of us are facing today is that most of the youngsters would like to work in a computer-controlled environment instead of going to the shop floor," he said.

Mr. Saraf suggested leveraging IT and

IT enables services to facilitate processes at the work place. "We should design our workplace such that most of the manual work is automated. Reporting should be mobile based and there should be apps for doing all the reporting. It's a blessing for us that the young generation is quite comfortable with the technology. We should make the working environment according to the workmen. Apart from this, your internal standards will help you enhance your quality standards. We should try to exceed the customer's expectation, not only in the terms of quality of the product but also the quality of service we provide by becoming customer-centric," he said.

As envisaged in the National Steel Policy 2017, India is targeting the production of 300 million tonnes of steel by 2030. At present, India produces 90 mt of steel per annum. Reflecting on this fact, Mr. Saraf said, "With India aiming to produce 300 million tonnes of steel, which is thrice what we produce today, the wire consumption and production will triple as well. With the bonus of having such a huge market where we can operate in volumes, we should leverage that to build up the export capacities. India has become a competitive market where every other country is looking at India sources. But it (India) does lack in the packaging of the product, the focus on quality, and customer service."

Speaking further the export of Indian steel products, Mr. Saraf further said, "The biggest complaint I heard from overseas customers is about the delivery schedules, which the customers feel the Indian companies are not very serious about. These are certain issues which are solvable. Done that, I am sure the steel wire industry along with the steel industry can triple over the next 5-6 years."

## Quality Must Precede Price: An Awareness Goal

On quality aspect of steel wires in India, **Mr. Vijay Vedmutha** said,



"There is one thing I am really proud of that we at Vedmutha Industries have always believed in quality product deliverance, and

we have invested a lot into the latest technology with regards to that." "With the hope that infra investments would happen at brisk rate, a lot of capacity has been added by the industry throughout the country and yet the demand has not been picked up." Speaking about sluggish demand scenario with respect to over-capacity in the market, Mr. Vedmutha said, "The long-term prospect of the industry is very good, but in the short-term, there are many challenges which the industry is passing through." He added that things would however improve with the structural changes being envisaged by both the Govt. and industry.

Mr. Vedmutha spoke further on the quality issue and suggested that apart from making good quality product, making end-users quality conscious is also necessary. "The wire industry as a whole on a collaborative basis needs to educate the end-users. The users need to be asked about what they

»

*"With the hope that infra investments would happen at brisk rate, a lot of capacity has been added by the industry throughout the country and yet the demand has not been picked up."*

understand about quality as a term, the uses of quality, and the advantages they are going to get after using quality products,” he added.

On the public sector procurement policy, Mr. Vedmutha suggested to introduce the quality parameter as primary benchmark in place of lowest price. “I feel that the public sector is one of the major buyers of the wires as wire goes into basic infrastructures like schools, roads, and many other places. There is a tendency towards L1, i.e. awarding the contract to lowest price bidder and L1 means compromise with quality. We have to create the awareness among the user industries and the public sector particularly where the criteria for buying is through tenders. This is one issue I feel the steel wire industry as a whole has to collaboratively look forward to addressing in the near term,” he said.

“The Indian wire industry today is at par with the world industry as far as speeds and processes are concerned; we used to have a problem with the availability wire rods, but that is also available now in the country. The only requirement is that demand has to come up and the end user needs to be made aware of the quality parameters,” concluded Mr. Vedmutha.

## The Need to Go Beyond BIS

Taking the talk on quality issue further, **Mr. Sampath Gilada** said, “We need to see the world standards for steel and its products, and should develop such a standard which meets the international quality specifications



enabling us to export more.”

Mr. Gilada spoke further on how to increase of export share, “Chennai is not as competitive as it was earlier. Now, Chennai instead of exporting the wire rods started importing. This though is sad yet brings an opportunity for the Indian steel wire industry to export to so many unexplored markets, which was not possible earlier. Even selling to Bangladesh itself was a big challenge, even for the people from Bengal because of the Chinese competition. Now, they are exporting in large number to Bangladesh and East Africa. Also, all such markets are opening up for the Indian wire industry.”

Mr. Gilada also explained how the Indian steel wire industry has been growing lately, especially in some of the understated segments, “The ribbed wire, which is being made in

*“More than 90 percent of the steel in India is sold against BIS mark. But, we have to now evolve something that is BIS plus as standard, which is something more than the previous mark.”*

extremely small quantities in India, has a very good potential. It can be widely used and can definitely replace rebar in a competitive fashion. The ribbed wire is used all over the world for its better quality and a perfect size and quality matrix than the hot-rolled rebars. It can also be set up in various growth centers where it is consumed,” said Mr. Gilada. “And the same rebars can be used in the construction

industries where we can bend and weld. The bending and welding on a large scale are the only ways through which international projects are done faster because they are having this technology where India is not yet coming up to that level.”

Mr. Gilada said that the Indian steel wire industry should be aware of such untapped segments, where the industry can definitely kick on giving the huge potential and demand. He also appealed to the steel wire industry associations to start training institutes, which will actually solve manpower issues.

**Mr. Nirmal Singh, Director, ASSOMAC** agreed with the most of the points and said, “There are so many aspects like innovation and



social responsibility on which we have to concentrate. The country is growing, the demand is growing, and there is no doubt

that the infrastructural requirement of the country is going to grow.”

“It always comes with an innovative approach and the mindset of the people about their work. The machines may be very good, but then how your system works depends on the kind of skill set the man power possess.”

“The type of investment and the capacity building, which the industry has done in the last 3-4 years, is not met with adequate demands at present. Nevertheless, we are hopeful that in the future the demand will definitely go up,” summarized Mr. Singh and concluded the session.