

Business Review

W&C Business

We cemented our position as the market leader with our focus on quality, innovation, and brand recognition that differentiates us from our peers in the Wires and Cables industry. Our strong distribution network and diverse product offerings make us the preferred choice for customers

How the Business Performed

During the year, our W&C business grew impressively, expanding by 17% YoY to reach ₹1,25,369 million, fuelled by strong volume gains and a robust demand environment. Notably, we achieved the highest volume production in the history of our Company.

Our distribution channel became more robust through effective management, driving sales and revenue growth, while ensuring timely and efficient product delivery.

On the profitability front, our margins improved to 13.1% thanks to a favourable business mix and well-considered price revisions.

Overall, our growth can be attributed to our execution of strategic initiatives, including district penetration, white space coverage, team restructuring, and influencer management, expanding our reach and strengthening customer relationships.

Building the Nation

By supplying wires and cables for critical infrastructure projects, we actively contribute as partners in India's growth story



Goa International Airport

Project LEAP



Customer Centricity

The HDC and LDC merger [PG 44](#) was instrumental in driving the outperformance of the W&C business in FY23

[PG 43](#)



Go-to-Market Excellence

FY23 Highlights

₹ 1,25,369 Mn

Revenue

▲ 17% YoY growth

₹ 16,447 Mn

EBIT

▲ 58% YoY growth

Agenda for FY24

We merged the Heavy Duty Cables (HDC) and Light Duty Cables (LDC) last year, moving us closer to becoming a one-stop solution shop for our customers. These strategic efforts, alongside other Project Leap initiatives, have significantly improved revenue and streamlined efficiencies throughout our value chain.

Moving forward, we are committed to executing more such initiatives under Project LEAP to further enhance our capacity to deliver customised solutions and exceptional service.



Samruddhi Mahamarg