

Polycab: Organized Market and Product Awareness Necessary for Industrial Demand and Growth



Mr. Bhushan Sawhney, Executive President & Chief Business Officer (Cables) of Polycab India Limited

Polycab India Limited holds a 22-24 percent share of India's organized electrical market. The company's observation reflects market conditions, its solutions represent market needs, and its vision is in line with the industry's future. As Mr. Bhushan Sawhney, Executive President & Chief Business Officer (Cables) of Polycab India Limited, expresses his views to Wire & Cable India about the present and future of the industry, it is important to reflect on his words, especially as he mentions fire safety and having an organized market structure as the biggest concerns of the current times. He puts it aptly; the industry needs to improvise its products and educate its customers if it wants to fruitfully tap the growth potential and opportunities of the industry.

Wire & Cable India: Please elaborate on your views on Electrama 2023. What is your theme of participation this year?

Bhushan Sawhney: As India's largest manufacturer of wires and cables, our advanced and innovative product portfolio is ever-expanding and Electrama gives us the right platform to showcase this to our current and potential customers. Therefore, it was a great platform for us to establish new business prospects and relationships.

This time, we demonstrated our products from an industry viewpoint, and we've chosen eight distinct industries to do so. In addition to this, our entire range of smart automation solutions (Hohm), fans, lights and luminaries, switches, switchgears, pumps, and solar products was showcased during the event.

Polycab has been consistently participating in Electrama and each time it has provided us with a unique experience.

WCI: How is fire safety a concerning issue for the wires and cables industry?

BS: Fire safety is a huge concern for the wires and cables industry, there is an average of 30 deaths per day according to the National Crime Records Bureau Report 2009. Fire accidents are the second most common cause of human casualties after road accidents. However, the important thing is the underlying fact that it is not the fire but the harmful fumes that kill people.

Smoke density poses a significant threat to individuals trapped in a burning building, as it can cause sightlessness and choking, preventing escape. Poor-quality electrical components, such as impure copper, and inferior PVC, can produce toxic smoke during a fire, exacerbating low visibility and increasing the risk of injury.

Unfortunately, many people remain unaware of the critical role that electrical products play in fire safety. While the general public tends to prioritize high-end finishes like branded tiles and marble flooring, they often neglect to consider the quality and features of electrical wiring and other components.

WCI: What are the other challenges that the wires and cables industry faces today?

BS: The biggest challenge for the industry is to convert the unorganized market to an organized one. Approximately 60 percent of the market is unorganized and unbranded products are being sold, which are made

of impure copper and inferior quality PVC. Wires and cables are like veins in our bodies, that is one might do all kinds of physical grooming but if their nervous system is not well catered to then their immunity and overall health suffer.

For instance, in Europe, anything below FRLS wires is not used in buildings, while people in India are not aware of what is FR, FRLS, ZHFR, etc. Wires are the backbone of the entire electrical system of any house, however, for consumers, it is a low involvement category. Hence, educating consumers is a priority.

WCI: How do you propose to resolve the industrial challenges and what is Polycab's contribution in this area?

BS: General awareness and quality products are the only solutions as we move forward and Polycab is dedicated to both. There is a general shift in the overall mentality of people across the nation.

As a manufacturer, we are dedicated to providing quality products and our R&D team is continuously working towards innovation. We are also dedicated to educating our customers. We engage in both above-the-line (ATL) and below-the-line (BTL) campaigns to achieve the same. We do everything that helps us stay true to our mission of electrifying India with safety.

WCI: Could you elaborate on your recent developments?

BS: The wires and cables industry is continuously working towards improving the safety and reliability of power transmission and distribution. Some recent innovations include high-temperature cables, smart cables with built-in sensors and communication capabilities, low-smoke zero halogens (LSZH) cables, fiber-optic cables, and cross-linked polyethylene (XLPE) cables. These advancements are designed to enhance the durability and performance of cables, reduce the risk of fire, and increase the efficiency of the power grid. These innovations help ensure a safe and reliable power supply to consumers.

WCI: Could you elaborate on the current trends of the Indian wires and cables industry and how you see it progressing in the coming years?

BS: The recent Union Budget of India has measures to support the growth of the transmission and distribution (T&D) sector, including the wires and cable industry. The budget has increased allocation for power and renewable energy, emphasized rural electrification, provided tax incentives for MSMEs, and emphasized infrastructure development. These measures are expected to drive demand for wires and cables and support the growth and development of the industry. Various projects are launched to support and make the most of this consumption, such as 5G, solar plants, renewable capacities, marine, and defense, etc.

**COMPACTING | STRANDING | BUNCHING
RBD | INTERMEDIATE | MULTIWIRE DIES
COPPER | ALUMINIUM | S.S. | LOW CARBON | HIGH CARBON | BRASS**



Compacting Die Contact Wire Die Sector Die

NO. | PCB | CARBIDE | WIRE DIES | EXTRUSION TIPS & DIES | DIE POLISHING MACHINES
BUNCHER BOXES FOR RAY MACHINES AND IDES | SERIAL BUNCHER | CARBIDE BUSH UPY TEST
DIAMOND POWDER | PASTE | SLURRY | ANGULAR FINE | BORON CARBIDE POWDER | PASTE

AJEX & TURNER WIRE TECHNOLOGIES PVT. LTD.
Mob. : +91-72900-28020 | +91-98999-68498
info@ajexturner.com | sales@ajexturner.com | www.ajexturner.com