Cords Cable Industries Ltd.: In tune with the times
Friday, 01 April 2011 00:00 - Last Updated Thursday, 07 July 2011 19:19

With the demand for power on the rise in India and the government's thrust on infrastructure development, Cords Cable expands its operations.

Since its inception in 1987 the New Delhi-based Cords Cable Industries has continued to fine-tune its production outputs to meet the country's changing demands. As such, the company has introduced cables that will serve the global focus on green technologies for power generation.

"As a result of climate change there has been an increasingly greater interest from governments of various nations towards the adoption of green technologies for power generation such as solar, wind, geothermal, nuclear etc. The west is far ahead of the rest of the world in terms of the adoption of these technologies, but we expect to see a slow catch-up and change towards greater adoption of green technologies around the world especially in Asia and the Middle East which are our focus markets," said Naveen Sawhney, Managing Director, Cords Cable.

An approved vendor for Nuclear Power Corporation of India, Cords Cable recently added solar PV cables to its portfolio as well as other recently marketed products including foundation fieldbus cables, fire survival cables, low temperature cables, EPR insulated cables, and specialised cables for oil and gas.

“The primary focus of Cords Cable is the customised design and manufacture of high-quality, value-added special cables in the low voltage category. This gives the company a unique position in the cable industry," said Varun Sawhney, Vice President (Marketing & HR), Cords Cable.

Naveen Sawhney and D.K. Prashar were among a group of professionals who founded the company to meet the growing demand for high-quality customised cables that included LV power, control, instrumentation, and thermocouple cables. Cords Cable has two manufacturing facilities in the Bhiwadi industrial area in Rajasthan where the company's R&D efforts have led to new product designs. The company identified the development of specialised rubber cables
for the ship-building, material handling, mining, and wind power industries as an area of huge potential.

The company has recently commenced commercial production of customized cables from its state-of-the-art manufacturing facility at Kahrani, which produces high-quality control, instrumentation, and special cables.

“We have carefully selected our machine suppliers with a focus on reducing our dependence on manpower and improving efficiency and quality. Much of the machinery has been imported from Europe. We have also invested heavily on our in-house copper wiredrawing and tinning facility which should be among the best,” Naveen Sawhney said.

“In the first full year of operation (FY11-12) it should give us an additional topline of up to USD 55-60 million and would further strengthen our position as a leader in India for these products. Also, the plant is designed keeping in view the next few years–it gives us scope for addition of new products and further increase in capacity by up to 25-30 per cent.”

In 2010 Cords Cable had several positive developments. It received approval from Power Grid Corporation of India for control and LV power cables that has increased its scope in the energy distribution sector in India. It received approvals and orders from Engineers India Limited (EIL) for its foundation fieldbus cables. And, it successfully developed EPR insulated control and instrumentation cables as also its XtremeTemp range of cables for regions with very low freezing temperatures. These are new markets for the company.

“India was dependent on imports for these special cables used for high-speed digital data transmission which can now be locally manufactured,” Naveen Sawhney said.

Given India’s excellent economic progress, the company is investing in further diversified offerings, specifically the development of more value-added cables.
“We have invested considerable amounts in modernisation and increasing the automation level of our manufacturing process besides introducing strict cost-cutting and disciplinary measures throughout the organization,” Naveen Sawhney said.

Another company goal was to beef up its export division to develop its markets in Africa, the Middle East, Europe, and CIS to improve profitability and increase visibility.

“We decided to enter into international business about four years back. At that time almost our entire topline came from domestic sales. We participated in MEEE 2007 exhibition at Dubai where we received an excellent response. Our products were very well-received and over time the quality and level of service appreciated. Today, our export division accounts for more than 20 per cent of our topline and should see further growth in the coming years,” Naveen Sawhney said.”

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