



**The 5th International Exhibition & Conference For
Wire & Cable Industry**

2023 SHOW REPORT



Organized By:

 **Tulip 3P Media Pvt. Ltd.**

Media Partner:

 **WIRE & CABLE
INDIA**

Concurrent Show:

 **tube
&
pipe
FAIR**

Largest International Exhibition for Wire & Cable Industry in India

Exhibition:	Date:	Venue:	Number of Exhibitors:	Number of Visitors:
Cable & Wire Fair 2023	06-08 October 2023	Hall 2, 3, 4 & 6 Pragati Maidan, New Delhi	300+ (approx.)	12000+

CEO Conclave,
Technical Conference

Exhibitors from
20+ Countries

Innovation
Pavilion

Visitors from
35+ Countries

250,000 sq.ft
Show Area

Live
Demonstration

- After a three-day run that threw light on the wire, cable, and allied industries, Cable & Wire Fair 2023, the 5th edition concluded successfully.
- Organized by Tulip 3P Media Private Limited, the International Exhibition & Conference for Wire & Cable Industry, after receiving an overwhelming response from the industry this year, showcased the products of around 300+ exhibitors and registered a footfall of over 12000 visitors from Afghanistan, Algeria, Angola, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Canada, China, Democratic Republic of the Congo, Egypt, Ethiopia, France, Gaza Strip, Germany, Ghana, India, Italy, Iran, Japan, Kenya, Kuwait, Libya, Malaysia, Nepal, Nigeria, Oman, Poland, Qatar, Republic of Korea, Russia, Saudi Arabia, Singapore, Spain, Sri Lanka, Sweden, Switzerland, Tanzania, Thailand, The Netherlands, Uganda, United Arab Emirates, United Kingdom, United States, Zambia.
- The 5th edition of the Cable & Wire Fair (CWF) was held from 6th to 8th October 2023 at the newly constructed halls – Hall no. 2, 3, 4, & 6 at Pragati Maidan, New Delhi on a single platform of 250,000 square feet area, offering the best opportunities for networking & marketing of new technologies, latest products, and innovations in the wire and cable industry.
- Since its inception in 2015, CWF has steadily grown over the years with the current edition being 2.5 times bigger in 2023 than its fourth edition (CWF 2022). CWF 2023 earned high fanfare and appreciation by the industry.
- The two days CEO Conclave & Technical Conference at CWF 2023 saw high-voltage discussions wherein a myriad of issues pertaining to the wire and cable industry were considered.



Conference Speakers

DAY 1 | 11:00 to 12:15 | Inaugural Session: India: The Manufacturing Powerhouse of the World



MR. ANIL GUPTA
Chairman & Managing
Director, **KEI Industries
Limited**



MR. SHREEGOPAL
KABRA
Managing Director, **RR
Kabel Ltd. and Group
President, RR Global**



MR. VIJAY KARIA
Chairman & Managing
Director, **Ravin Group**



MR. SIDHARTH
AGRAWAL
Chairman, **SWMAI &
Managing Director,
Systematic Group**



MR. B. KAMAL BABU
Member - **CMMAI &
Founder & Managing
Director, Mikrotek
Machines Ltd.**

12:15 to 13:30 | Session 1: Wire & Cable Industry: Ensuring A Sustainable Future



MR. ROHIT PATHAK
CEO, **Birla Copper
(Hindalco Industries
Limited)**



MR. MANJIT SINGH
Executive Director &
SBU Head Cables
**KEC International
Ltd (RPG Group)**



MR. BENOIT LECUYER
CEO, **Prysmian India &
ACPL**



MR. VK BAJAJ
Senior President -
Business Strategy and
Innovation at **Apar
Industries Limited**

14:30 to 15:45 | Session 2: Wire & Cable Industry Outlook: Trends, Opportunities & Challenges



MR. ANURAG AGARWAL
Executive President -
Strategic Initiatives &
International Businesses,
Polycab India Limited



MR. NAVEEN
SAWNEY
Chairman and Managing
Director, **Cords Cable
Industries**



MR. SANDEEP
AGGARWAL
Managing Director and
Promoter, **Paramount
Communications
Limited**



MR. MANISH
SRIVASTAVA
Director & Head, Power
Cables, Global Products
& Services, **Sterlite
Power**



MR. NIKHIL
BHAGCHANDANI
Deputy Director -
Marketing, Aluminium
Business, **Vedanta Limited**

Conference Speakers

15:45 to 17:00 | Session 3: Telecom & Optical Fibre Cable Leadership Panel



MR. R. SRIDHARAN
CEO, Birla Cable
Limited



DR. PETER WEIMANN
Chief Technology
Officer, HFCL's
Optical Fibre and
Cable Business Unit



MR. VIPUL NAGPAL
Founder & Managing
Director, Orient
Cables (India) Pvt.
Ltd.



MR. PRAMOD
SRIVASTAVA
CEO, West Coast
Optilinks



MR. MUKESH
SANGHVI
Founder & Managing
Director, Indore
Composite Pvt. Ltd

DAY 2 | 11:00 to 12:30 | Session 4: Steel Wire Sector



MR. MAHESH PODDAR
Chairman, Miki Wire
Works Pvt. Ltd.



MR. NILESH
PARANJAPE
General Manager of
Steel Wire Solutions
Business Unit, Bekaert
Industries



MR. RAHUL AGARWAL
Regional Sales Manager
- North, Tata Steel
Global Wires India



MR. SIDHARTH
AGRAWAL
Managing Director,
Systematic Group Of
Companies



MR. ASHISH
MAHESHWARI
Managing Director,
Bajrang Wire Pvt Ltd



MR. YASHOVARDHAN
CHORDIA
Non-Executive Director,
Rajratan Group

12:30 to 14:00 | Technical Session



MR. DIPAL PARIKH
Commercial Director –
AMEA region,
Alphagary, Polymer
Solutions an Orbia
business



MR. RANJITH
BALACHANDRAN
Technical Support and
Development Manager,
Shakun Polymers



MR. RENÉ STOECKL
Sales Director,
Rosendahl Nextrom
GmbH



MR. AJAY KUMAR INTI
Principal Business
Consultant, InnoVites



MR. DAVIDE
COSTABILE
Sales Manager, MFL
Group

Our Partners

Principal Partner



Assomac Machines Limited



Supermac Industries India Ltd.

CO- Partner



Nirmal Wires Pvt. Ltd



Sarvav Machinery & Equipments Pvt. Ltd.

Compounding Partner



Shakun Polymers Pvt. Ltd.
(Shakun Polymers is part of Alphagary, on Orbia Company)

Badge Partner



Niknam Chemicals Pvt. Ltd.

Registration Partner



KEI Industries Ltd.

Aluminium Partner



Vedanta Limited

Wire Drawing Partner



Tomer Machines Pvt. Ltd.

Wire Die Partner



Walson Woodburn Wire Die Pvt. Ltd.

Visitor Kit & Lanyard Partner



3R Polymers Pvt. Ltd.

Supporting Associations



CMMAI - Cable & Wire
Machinery Manufacturers
Association of India



Steel Wire
Manufacturers
Association of India

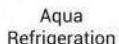
Media Partner

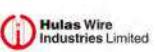


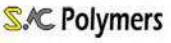
Wire & Cable India



Our Exhibitors

 <p>3R Polymers Pvt. Ltd.</p>	 <p>PIXEL Cables A & Y Polyblends Industries</p>	 <p>Abrol Engg. Co. Pvt. Ltd.</p>	 <p>A.D. PRODUCTS</p>	 <p>Advait Infratech Limited</p>	 <p>AESA CORTAILOD</p>
 <p>Ajex And Turner Wire Technologies Pvt. Ltd</p>	 <p>Ambajee Polymers</p>	 <p>Indo Power Anand Cables</p>	 <p>Anand International</p>	 <p>Andhra Machine Industries</p>	 <p>APAR Industries</p>
 <p>Aqua Refrigeration</p>	 <p>Aquent Advance Material Technologies Pvt. Ltd.</p>	 <p>Artek Surfin Chemicals Limited</p>	 <p>Arvind Anticor Limited</p>	 <p>Asian Cables</p>	 <p>ASSOMAC</p>
 <p>AVS Cables & Compound Industries</p>	 <p>AVSL Industries Ltd.</p>	 <p>AZTEC Fluids & Machinery</p>	 <p>Bartell Machinery Systems LLC</p>	 <p>BASF India</p>	 <p>BDWI</p>
 <p>Bedmutha Industries Limited</p>	 <p>Beijing Holland Co., Ltd.</p>	 <p>Bharat Enterprises</p>	 <p>Bharti Group</p>	 <p>Bhavik Enterprise</p>	 <p>BHAVYA</p>
 <p>Birla Cable Limited</p>	 <p>Blend Colours Pvt. Ltd.</p>	 <p>Brick Solutions</p>	 <p>Bright Engineering</p>	 <p>Brother International India Pvt. Ltd.</p>	 <p>Bry-Air (Asia) Pvt. Ltd.</p>
 <p>Cab Device Industries</p>	 <p>Cable TECH Machines</p>	 <p>Carl Bechem Lubricants India Pvt. Ltd.</p>	 <p>Champion</p>	 <p>CMMAI - Cable & Wire Machinery Manufacturers Association of India</p>	 <p>Coatwell</p>
 <p>Conoptica AS</p>	 <p>CONTROL PRINT</p>	 <p>CORDS</p>	 <p>D.P. Wires Limited</p>	 <p>Ddev Plastis Industries Limited</p>	 <p>DELCO</p>
 <p>Delta Tecnic</p>	 <p>DEM S.p.A.</p>	 <p>DHINGRA polymers</p>	 <p>DMB</p>	 <p>Domino Printech India LLP</p>	 <p>Ducab</p>
 <p>Duplast</p>	 <p>Duratech</p>	 <p>Durga Engineering Works</p>	 <p>EASTERN BROTHERS METAL PRODUCTS</p>	 <p>EB TECH</p>	 <p>electric cable compounds Inc.</p>
 <p>Eurolls S.p.A.</p>	 <p>Fainplast SRL</p>	 <p>HERKULA HIGH-CHEM SPECIALITY INKS</p>	 <p>Fine Products Pvt. Ltd.</p>	 <p>Flexon POLYBLEND</p>	 <p>FGI</p>
 <p>Freedom Chemtech LLP</p>	 <p>FUHR GmbH & Co. KG</p>	 <p>Fuji Terminal India Pvt. Ltd.</p>	 <p>Ganesh Corporation</p>	 <p>GEM Technologies</p>	 <p>GENEFIED</p>
 <p>Ghazibad Testing Laboratories Pvt. Ltd.</p>	 <p>Global Instrumentation</p>	 <p>Goel Polymers</p>	 <p>Grauer & Weil (India) Limited</p>	 <p>Hanumant Polymers Pvt. Ltd.</p>	 <p>Harsh Spools</p>
 <p>Himalaya Polyplast Industry</p>	 <p>Himson Industrial Ceramic</p>	 <p>Hindalco Industries Limited</p>	 <p>Hindon India Pvt. Ltd.</p>	 <p>Hitech Machines</p>	 <p>HPL Electric & Power Ltd.</p>

 Huber Engineered Materials	 Hulas Wire Industries Limited	 IIM AG Measurement Engineering	 IJPN Technologies (I) Pvt. Ltd.	Imerys Graphite & Carbon	 Imerys Minerals
 Indomax	 Indore Composite Pvt. Ltd.	 InnoVites India Pvt. Ltd.	 ISIS CARBIDE TOOLS	 Jainco Power Limited	 Janatics India Pvt. Ltd.
 Jeet Enterprises	 Jindal Steel & Power Ltd.	 JMF Performance Materials Pvt. Ltd.	 JR Jindal Infraprojects Pvt. Ltd.	 JRD Fibre Composite Private Limited	 Kalpatech Engineers & Industries Ltd.
 Kanak CCR Ltd.	 Kay Kay Industrial Corporation	 Kay Pee Dies India Pvt. Ltd.	 KEC International Limited	 KEI Industries Ltd.	 Kemtree International LLP
 Khurana Carbides Pvt. Ltd.	 KK Komounding Tech Giant Limited	 KLJ Polymers & Chemicals Limited	 Klüber Lubrication GmbH	 KMG Wires Pvt. Ltd.	 Kunal Steel Impex
 Kundan Cable India	 Lamnea Bruk AB	 LFC Power Cab Pvt. Ltd.	 Lifeline Technologies	 Linkra Wires & Cables	 LMI India Pvt. Ltd.
 Machine & Controls	 Madem Gulf Industries W.L.L	 Mag Plastics	 Maiden Forgings Ltd.	 Mangal Chand Tubes Pvt. Ltd.	 Mario Frerio S.p.A.
 Martinswerk GmbH	 Matrix Polytech Pvt. Ltd.	 Max Machines & Equipments	 Mayfair Machinekraft Pvt. Ltd.	 Metalube Private Limited	 Mikrotek Machines Limited
 Minimax Machines Pvt. Ltd.	 Moto-Tek Corporation	 MSD Wired Solutions	 Mukand Industries	 Nanjing Neoplas Machinery Co., LTD	 Narender Polyvinyl Pvt. Ltd.
 Navank Consultants	 NBG Systems GmbH	 Neoplast Engineering Pvt. Ltd.	 New Max Industries	 Niknam Chemicals Pvt. Ltd.	 Nilkamal Limited
 Group Nirmal	 Nutan Scientific Instruments	 OCI Cable India	 Orbit Cable India Pvt. Ltd.	 Oswal Chemicals	 Packagerr
 Padanaplast S.r.l	 Pan Chemicals S.p.A.	 Paramount Communications Ltd.	 Paramount Die Co	 Pareek Cables	 Parth Diamond Die Work
 Parvati Oil & Chemicals	 PE FIBEROPTICS LTD	 Peddington Lubricants & Coatings Pvt. Ltd.	 Periwai Polymers Pvt. Ltd.	 Piyu Chem Impex Pvt. Ltd.	 Pratik Wire & Cable Machines Pvt. Ltd.
 Premier Industrial Corporation Limited	PRESTRESS STEEL LLP	 Prio Technology	 Protomac Extrusion Pvt. Ltd.	 Proton Product International	 Puretronics
 Raghvendra Cables And Wires Pvt. Ltd.	 Rahul Wire	 Rajdhani Cables	 Rajnandini Metal Limited	 Rajveer Chemicals	 Ravin Group

RICHARDSAPEX RichardsApex	 RMC Industries	 RollRing Industries	 Rons Technologies LLP	  Rosendahl Nextrom Gmbh	 Royal Chem Industries
 RR Kabel Ltd.	 RSD Hi Tech Industrial (Mumbai) Pvt. Ltd.	 Rubber Chemical Centre	 Ruby Mica Co. Ltd.	 SAC Polymers	 SAG Polymers Pvt. Ltd.
 Sagar Industries	 Sai Extrumech Pvt. Ltd.	 Sai Extrusiontek Inc.	 Saini Engineering Industries	 Sarvav Machineries & Equipments Pvt. Ltd.	 Sci-Mach Industrial
 SETIC SAS	 Shakti Industries	 (Shakun Polymers is a part of Alphagary, an Orbia Company)	 SHAKUN	 Shamots International	 Sharma Enterprises
 Shree Ram Cables Industries	 Shri Bhagwati Electro Craft Pvt. Ltd.	 Shri Tirupati Enterprises	 Shriram PolyTech Limited	 SHYAM INDUSTRIES	 Siloxane Aggrandize Innovative Industries
 SIMCO Materials International Pvt. Ltd.	 Singh Wire Industries	 Singla Cable Industries	 Sipcon Technologies Pvt. Ltd.	 SKA LUBES	Skymark Promoprints
 Snehamb Taping Solutions Pvt. Ltd.	 Sonali Metal Industries LLP	 Spark Extrugen	 Sri Venkateshwara Polythene Assured Quality....	 Srishtech Metal Casting (I) Pvt. Ltd.	 SRV International Pvt. Ltd.
 Strips India Technovations Pvt. Ltd.	 Bobbins India A Pioneer Company in the field of Spools	 Sudhir Enterprise	 Sumit Engineers	 Sunlite Group	 Supermac Industries India Ltd.
 Supertec Machines Pvt. Ltd.	 Swaraj Technocrafts Pvt. Ltd.	 Swastik Furnaces Private Limited	 Swastik Plasticizer	 Synco Industries Ltd.	 Systematic Industries Pvt. Ltd.
 Takkar Polychem Pvt. Ltd.	 Taprath Elastomers LLP	 Tata Steel Ltd.	 TCM Industries	 Techno Machine India India	 Technosys Equipments Pvt. Ltd.
 Teknor Apex Company	 Testmach Intech LLP	 Tomer Machines	 Trinity Calcium	 Udae Mechanical Works	 UNIGEL (UK) Limited.
 Universal Polychem India Pvt. Ltd.	 Urja Products Pvt. Ltd.	 Vaishno Wire Pvt. Ltd.	 vedanta Transforming for good	 aluminium	 Velocity Engineers Pvt. Ltd.
 Victory Plant & Machinery Pvt. Ltd.	 Vikas Ecotech Ltd.	 Vikas Spool Private Limited		 WAA Cables Private Limited	 Walson Woodburn Wire Die Pvt. Ltd.
 Weltech Controls Pvt. Ltd.	 VI.PA. SRL	 Weltech Industries	 WINCAB Excellence is our key to quality	 ZEDPACK OUR BAGS, YOUR BRANDS	 ZWEZ Surface Products Pvt. Ltd.
Narwal Exports	 Sokhi Extrusion	And many more....			

Leader's Voice



Mr. Anil Gupta,
Chairman-cum-Managing Director
of KEI Industries Limited

"The global wires and cable industry is around USD 216 billion as of December 2022 and is likely to grow by around 5 percent CAGR over the next five to seven years. In India, we expect that the Indian wire and cable industry should grow by 14 to 15 percent over the next five years because of the exponential investments in

infrastructure and private capex that are now coming up in India."



Mr. Shreegopal Kabra,
Managing Director of RR Kabel
Limited & Group President
of RR Global

"Trust is the biggest thing in life, and wire and cable are very much connected with trust and safety."



Mr. Vijay Karia,
Chairman & Managing Director
of Ravin Group

"When we started exports in 1999, nobody used to buy Indian products. It was like Indian products, keep it aside. We went and started our first manufacturing venture outside India. Today, we see that Indian products are preferred products and there is no longer a trust deficit present."



Mr. Sidharth Agrawal,
Chairman of Steel Wire
Manufacture Association of India
(SWMAI) & Managing Director of
Systematic Group

"SWMAI's vision is to position India as a global preferred supplier of steel wire through innovative technology, sustainability, and reduced carbon footprint. We aim to make India the preferred choice on the global stage."



Mr. Batchu Kamal Babu,
Member of CMMAI, Founder &
Managing Director of Mikrotek
Machines Limited

"The latest statistics say that: the Chinese industry is going downwards at 3 percent, Europe is very sluggish due to the Ukrainian war, and only India and America, on the global front, are doing at their best times in the last 10-15 years. India is growing and doing exceedingly well, and is expected to continue for the next 10 years."



Mr. Rohit Pathak,
Chief Executive Officer of Birla
Copper (Hindalco Industries Limited)

"In the next 7 to 10 years, India will add as much electricity as we have done in our history so far over the 75 years, and 75 percent will be green electricity. The onus is on us as an industry to build it right. We don't want to build something that every five years you have to replace and change, so let's focus on the growth and not on the short-term potential."



Mr. Manjit Singh,
Executive Director of
KEC International Limited

"The world has adapted and accepted India with open arms. For the sustainable growth of our country, cable and wire needs to play a very important role. We need to do a lot of innovations. AI is the future, so we need to see how we can leverage it so that we can take advantage of the cost side, and quality side, and improve on the productivity side."



Mr. Benoit Lecuyer,
Chief Executive Officer of
Prysman India & ACPL

"World needs much more electricity, but electricity is transported from generation to distribution through the grid, and worldwide there is a massive need for grid hardening, which means maintenance and uplifting of the grid, and a new grid to conduct and distribute electricity. So in the next 50 years, a super opportunity for the cable industry."



Mr. V K Bajaj,
Senior President - Business Strategy
& Innovation at Apar Industries Limited

"In Europe from 1st of January, 2026, you have to label all your cable products or other products of how much carbon has been consumed in that product. They will put extra import duty other than the conventional duty, carbon border adjustment tax, so you are also exporting carbon that you have used to that country, so they are going to put tax depending on how much carbon it is."



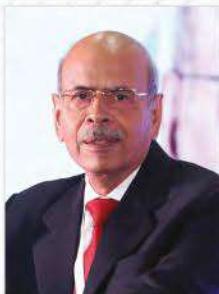
Mr. Anurag Agarwal,
Executive President - Strategic
Initiatives & International Businesses
at Polycab India Limited

"Indian industry is on the cusp of a wonderful scenario wherein the entire globe is watching us now. We see further more business growth, for exports from India is going to grow. The growth of the export market is certainly going to be double-digit for all cable industries. Currently, the overall demand globally for wire and cable is approximately USD 250 billion per annum, and we are very clearly visualizing that this is going to grow to USD 410 billion by 2030."



**Mr. Nikhil Bhagchandani,
Deputy Director - Marketing,
Aluminium Business at Vedanta Limited**

"The Indian market outlook is very positive and from the current consumption levels, we see that it is going to cross the total consumption of aluminium by more than 5 million tons in the coming years. The need for the right cables and the right conductors in setting up all the infrastructure investment is required."



**Mr. Naveen Sawhney,
Chairman & Managing Director of
Cords Cable Industries**

"There has been a thrust on the electrification of transportation resulting in the rise of electric vehicles and the development of e-mobility infrastructure. Charging stations coupled with wires and cables are going to become the new face of our full fuel station."



**Mr. R Sridharan,
Chief Executive Officer of
Birla Cable Limited**

"The country-wide OFC coverage has doubled from 700,000 kilometers to 1.4 million cable kilometers, and expenditure on Bharatnet has already crossed the equivalent of around USD 8.5 billion, connecting 197,000 villages."



**Mr. Vipul Nagpal, Founder &
Managing Director of Orient
Cables India Private Limited**

"The newest technology that's now becoming prevalent is the single-pair ethernet, which is sort of like a revolution in networking technology, and the PoE technology. That PoE stands for Power Over Ethernet, which means on a single cable you have power as well as data."



**Mr. Mukesh Sanghvi,
Founder & Managing Director of
Indore Composite Private Limited**

"If we want to be really number one or number two in the world, there has to be an entire value chain that is available in India. So we are striving to bring some more raw material suppliers in India so that India as a country or entire cable value chain becomes more competitive."



**Mr. Nilesh Paranjape - General
Manager of Steel Wire Solutions
Business Unit at Bekaert Industries**

"The market will grow, and the steel consumption will grow - we are at 81 kilos per capita for steel consumption today, and the government wants to take it to 160 kilos per capita. There will be investment in infrastructure, there will be schemes like PLI."



**Mr. Sandeep Aggarwal,
Managing Director & Promoter of
Paramount Communications Limited**

"The market opportunities in the cable sector are substantial, which is estimated to be a USD 200 to USD 250 billion industry globally. India's current share in this market is only around 4 percent, indicating significant room for expansion. Subsea cables - there is a huge requirement, but what about the technical possibilities, need to have 10-20 years of experience, that is the problem. So, we need to work harder and together in working out a solution."



**Mr. Manish Srivastava,
Director & Head of Power
Cables - Global Products & Services,
Sterlite Power**

"In the transmission sector, we see an investment of 1-2 lakh crore in the next two years. In generation, the total installed capacity would be in the range of 800 GW by 2030, and out of this, 500 GW would come from renewable. This amounts to a 30 billion dollar investment in the renewable sector, which could be a fast driver of cable industry growth"



**Dr. Peter A. Weimann,
Chief Technology Officer of HFCL -
Optical Fibre and Cable Business**

"India is the new world champ. As of this year, India is running about 31 GB per month per phone, the highest rate of bandwidth consumption in the world, higher than the Gulf GCC countries, North America."



**Mr. Pramod Srivastava,
Chief Executive Officer of
West Coast Optilinks**

"The consumption of fiber in the form of production in the last year was 55 million, while only 18 million were consumed in India, and almost 34 million were exported out of India whether it is the US, Europe, Middle East, South East, or Africa market."



**Mr. Mahesh Poddar - Chairman
of Miki Wire Works Private Limited**

"We have to start with how we can manage the industry and talk about quality. The fact remains that we are saddled with a very poor quality wire rod, and unless these standards are raised, unless the quality of the wire rod is improved, please do not expect a big quality change in the wire."



**Mr. Ashish Maheshwari,
Managing Director of
Bajrang Wire Private Limited**

"Time is changing, this decade is going to be phenomenal for the steel wire industry in India. The LRPC demand is going to be good in terms of volumes since the big primary producers are chipping in this field."



**Mr. Ajay Vedmutha,
Managing Director of
Bedmutha Industries Limited**

"For sustainability, you need to have pollution control equipment, reduce the carbon footprints, use non-conventional sources of energy, etc. To generate funds, you need to keep margins, which we as an industry need to improve. The customer is ready to pay, only we need to change our mindset."



**Mr. Yashovardhan Chordia,
Non-Executive Director
of Rajratan Group**

"Sustainability is one of the biggest aspects. People want to de-risk the supply chain, but we as a country are probably not ready for that challenge. If we can overcome this challenge, I think the opportunity is much bigger."

Exhibitors' Testimonials ■



Rene Stoeckl

Sales Director

Rosendahl
Nextrom GmbH

The Cable & Wire Fair gave us the chance to meet our Indian customers after a long break once again. We had a lot of personal talks, and personal meetings, and could discuss a lot of new projects for us. I would like to express a big thanks to the organizer of the exhibition. The exhibition itself was organized very well, and the symposium was organized very well. Thank you for giving us a chance to make a speech at the symposium.



Vinod Kapoor

Managing Director

Sarvasv Machinery
& Equipments
Pvt. Ltd.

We were expecting very good footfall and visitors, especially the decision-makers, and I am happy that we have

been able to get a lot of decision-makers to our stall, and they appreciated what we are producing. This time as compared to the previous years, the decor and the way CWF has been organized is better. The promotion which has been done has attracted a lot of wire and cable manufacturers to this exhibition. Thank You.



Mike Hovey

Director -
Global Sales

Bartell Machinery
Systems LLC

This Cable & Wire Fair is Bartell's first, and I have to say, the fair was beyond expectations. It is a great event. We saw everybody we wanted to see here, well most people. The turnout was great. It is just a great event and I cannot say enough about it.



Pankaj Tiwari

Senior Area
Manager- North

TATA Wiron/ Tata
Steel Ltd.

We had a very positive experience coming here and we feel we were able to showcase our products and services to all the prospective customers. We got exposure to different kinds of companies to showcase the products and we were able to observe other companies' products in our categories and other categories as well. We were able to learn a lot about our competitors as well. Apart from that the fair gave us exposure to a lot of prospective customers and dealers. We were able to get lots of inquiries here and we hope we will be able to convert those inquiries into orders. So we think it will help our business in the long term.



Daniel Döring

Key Account
Manager

IIM AG
Measurement
Engineering

Our experience at the Cable & Wire Fair has been great. We're very happy with the outcome of the fair. We've been here the first time at this fair and I think it's been great so far. We're very happy with the interaction we had. We had great comments, contacts, and good companies coming to us, regional and Indian-wide. So we are happy.



Ravi Bansal
Director
Ajex And Turner
Wire Technologies
Pvt. Ltd.

We are participating in Cable & Wire Fair Delhi and it is a very good experience we have had. The organizers are very good and the arrangement they have done is really good and awesome. We have no issues and the quality, the cleanliness, everything, is up to the mark. We got a lot of potential customers in the exhibition. It's a big crowd gathering, and people are appreciating. The customers have come from the Middle East and everyone appreciated the exhibition. Thank you.



Melvin Sabu
Director
Victory Plant &
Machinery Pvt. Ltd.

Compared to the previous Delhi exhibition, this exhibition had a very high number of exhibitors. Significant people visited us, and there was a lot of order finalization. It was a good exhibition.



Andrea Pizzorno
Sales Manager
Conoptica AS

Well, we liked CWF 2023 a lot. The second day was really good for us. We have still room to grow in India and we already have plenty of customers here but we have a huge market and huge possibilities. So I believe the fair will help

us to increase the sales. I think in 2025 we will be here. Thank you so much.



**Patrick
Weissinger**
Managing Director
NBG
Systems GmbH

CWF 2023 has been an amazing experience so far. So it's my first time in India and at the exhibition, but I heard that the exhibition is getting bigger and bigger. So I'm excited to be here and I'm excited to be here the next time as well. I'm excited to meet all those people in India and get connected. I hope that more and more people know this and come to the exhibition next time as well. Thank you very much.



Sanjay Mittal
Business Head
KLJ Polymers &
Chemicals Limited

Our experience at CWF has been great. That is the reason, every year we participate in this exhibition. We were busy throughout CWF 2023 networking with our customers, and in terms of our experience in this fair, I think this is the best platform for networking.



Rajat Sharma
Global Head -
Flame Retardants
Hindalco
Industries Limited

About the Cable & Wire Fair, I want to say the major USP of this CWF is the kind of crowd that we get. It is a very quality crowd and very specific discussions happen, and we got a lot of inquiries. Apart from India, we also got

some inquiries from the Middle East and Europe, Italy specifically. So, thank you so much, thanks for all the help that you are providing. Thank you!



Dhaval Gada
Business
Manager
DOW Chemical
company

We had a very good response here at CWF 2023, and we could see that customers could take benefit from us offering one-stop solutions. They will be getting a very good service from us. So it was a very good show. Good job! Thank you so much.



Parag Saraf
Director
Group Nirmal

CWF 2023 has been a great fair. It has been organized well, and I am quite happy to see the vast expanse with the whole foray of exhibitors and visitors who have come in. We are very excited to see the feedback we will get for NIZNAL. Thank You so much.



A.S. Baghel
CEO
Cable
Tech
Machines

We are the makers of rotating machinery for the cable and wire industry. CWF 2023 has been a good platform for networking. We can meet most of the people here instead of approaching them individually at their factory. It is a better place. You have done good.



Enzo Stucchi
Sales Manager
DEM SpA

I would say the exhibition was quite good as we got a good number of promising contacts and prospects, and we are looking forward to hearing from them in the next few months. We are satisfied with this participation and in the future, we will be here for sure. The exhibition was organized properly and the organization team met our expectations. We also realized that the attendance was quite good in terms of quality, the people who came here were quality-based people. So we are satisfied with the Cable & Wire Fair.



Sarvesh Gilada
Partner
Prestress Steel
LLP

This is actually our first exhibition at the Cable & Wire Fair and it was definitely a good experience. Our purpose of exhibiting was mainly networking, building on existing customer relations as well as making new relations with the people who are visiting. We had good networking opportunities and also good opportunities to develop our business relations.



Mike Patel
Director of
Marketing
Teknor Apex

This was our first time participating in the Cable and Wire Fair. We've had periods of very strong activity with

visitors. Hopefully, there will be some positive results that we get out of all the discussions we've had with many customers.



Sidharth Agrawal
Managing Director
Systematic
Industries Pvt.
Ltd. /Systematic
Group of
Companies

We are very happy to meet our old customers and it has been very good to see them after a long time. A lot of people are here, so we feel like a family. I think the Cable and Wire Fair team has done a good job. They have made it first time like an International exhibition, and they have given it an



Edgardo Vado
Manager
International
Business
PAN
Chemicals
SpA

It was a good experience and it was a good platform to find new partners. The second day brought many potential customers and actual customers further underscoring our appreciation for the chance to be present. We are developing new products and we think India for the future will be an important market for our company. The Indian market is booming, it's growing, and so it's important to be here.



Dhruv Garg
Director
Orbit Wires India
Pvt. Ltd.

The Cable & Wire Fair 2023 was great. We got a lot of exposure in the Northern market since we have been a

South-based brand. We wanted to expand in North India and we are constantly doing that. So it was one of the stepping stones for us to expand in the Northern market and prove our presence in the North. That's great, thank you so much.



**Ashish Singh
Rajput**
Senior Sales
Manager
Sipcon
Technologies
Pvt. Ltd.

We are very grateful for CWF 2023 and we have got a lot of inquiries over there. The main thing is that we introduced some new products, and we can easily show our new product to our customers.



Prateek Saraf
Director
Group Nirmal

So I have seen CWF grow a lot over the last 5 years. This is the fifth exhibition you all are having, and the first one was just 1 hall, and even last year it was just 2 halls. So all the best, and I am sure it will keep on growing. We are always together you know.



Pardeep Kumar
Business Head -
Wire Rod Steel
Product
Jindal Steel and
Power Limited

The experience at the Cable & Wire Fair was very good. We saw a lot of enthusiasm amongst our suppliers and our customers. Our aim was to showcase our products in this forum and it was a great opportunity for JSPL to come here and show our products. We are now coming into wires and

that was the main reason for us to let people know that now we will not only make wire rods, we will also make wires. The experience was very good and the ambience was very electric and we enjoyed it a lot.



Sumanth Bayaskar

Head - Marketing and Business Development

KEC International Limited

This is the second time we are participating in the Cable & Wire Fair. We wanted to showcase all our latest products and solutions to all our domestic as well as international customers. We got very good customers to fall here on all the days like from day one to day three. Cable and Wire Fair was a good experience and we are thankful to Cable and Wire Fair that they have given us the opportunity. We will be participating next year also in the Cable and Wire Fair.



Mario Neuenhaus

Senior Sales Manager FR & Speciality

Huber Engineered Materials

CWF is one of the places where we have to be. We have highly qualified customers joining us to have technical discussions, to have commercial discussions, and it's a place for us to be. Please continue like that, continue more improvement, I think the fair's ground has improved a lot in the last couple of years, and the quality of the booth, of the exhibitors is increasing from year to year. So, continue like that, just continue doing this job.



Arun Krishnakumar

Director

Roll Ring Industries

We had a wonderful experience at the Cable & Wire Fair. We got to meet a lot of existing customers. Since we are based out in Kerala, we don't get much opportunity to meet and interact with our customers face to face. This is one platform where we met a lot of new customers and have a lot more new inquiries. We also launched a new product through this expo and the response has been wonderful. Overall, this has been one of the greatest moments in our company's history. With this, we will be able to take our company to the next level.



Amit Ganeti

Sales Head

Imerys Minerals

My opinion has always been very great about CWF. Every year, whenever this exhibition happens, we come here as a participant, we have our own stall, and a stall with our distributor Piyu Chem. I am very happy to announce that every year the response has been growing and growing and growing. So, we are happy to be here.



Varun Saraf

Director

Group Nirmal

India is in a good position and should be able to move forward. Everyone has that future thought in mind. We have been attached to CWF for a long time,

and we have seen the exhibition become much grander, if you keep on doing this, I think we are going to have a good future. We have seen a lot of expansion this time as well. This is good, and keep on doing what you all have been doing. Thank You so much.



Sung Myun Kim

Vice President

EB Tech Co., Ltd.

We started participating in CWF in 2015. So it has been several times. I always check the period of the exhibition and organization, and look for invitation mail. Particularly, this exhibition, CWF 2023, we have had so many guests, and the results were very good. So the next exhibition, we will participate again, wherever you organize, here and or any other place. Thank you for this exhibition.



Ajeet Singh Saini

Managing Director

Saini Engineering Industries

It is a very good platform to exhibit the products and one platform to meet clients from around the globe. We had a very good experience.



Prasad Sutar

Assistant Manager Domestic Sales Marketing

Indore Composite Pvt Ltd

The benefit of coming to this exhibition is to connect with all the customers in one place which is one of the biggest advantages for us. The overall experience was good and we have connected with many stakeholders.

**Nitin Agarwal**

Director - Sales & Marketing
3R Polymers Pvt. Ltd.

We are a manufacturer of PVC and PE compounds for wire and cable segments. This is our fourth edition in which we are participating in the Cable & Wire Fair, Delhi, and again as per our expectation the response from our customers and customer feedback was excellent. We hope for the next edition to be better. Thank you..

**Aikjot Sandhu**

Director
Abrol Engineering Company Private Limited

CWF 2023 was pretty good. We have learned a lot and we have got so many queries also. Let us hope that the queries get converted into potential. I would like to say that more and more people should participate in fairs because if you participate you get to know many other things and what kind of upgrade in the market is going on. You get awareness, also you get business. So you learn and you make someone learn also. Thank you.

**Vishal Gupta**

Sales Manager
Supertec Machines Pvt. Ltd.

Our experience was very good. Many clients come from Gujarat, Bombay, South Africa, and Bangladesh.

**Dinesh Bakshi**

Director
Swastik Furnaces Private Limited

We are an equipment manufacturer so we are here at CWF 2023 to show our presence in this sector so that all the customers should know how we are doing this latest technology and all. For the last one or two years, the market has been growing, and that is why people are also going for new technology. CWF 2023 was a good experience.

**Vudit Periwal**

Director
Periwal Polymers Pvt. Ltd.

Overall the CWF 2023 experience was good. The footfall on the second day was such that we didn't get time to sit and have lunch, to be honest. Thank you!

**Mohan Nambiar**

Director
Sai Extrumech Pvt. Ltd.

Trade fairs are always helpful to interact with the customers as well as showcase our new products. This is always helpful to understand interaction with the customers and help customers to know about our new product and new development. We got an opportunity to expand our customer interaction and most of our customers who visited could identify, understand our products, like new innovations, new designs, and new technology.

**Abhishek Chabtra**

Director
Cab Device Industries

This is not my first time at CWF. I have been participating since Mr. Priyank ji initiated this exhibition in 2015. With only 50 stalls back then, I was one of the exhibitors. I expected that it would go higher and it has given that feedback. I got very high-quality footfall in CWF 2023, better than the similar Mumbai exhibition. If you compare the earlier Delhi exhibition, CWF 2023 was far better. You are very good at branding media also. Thank you so much.

**Partha Pratim Seal**

Business Manager- Drawing Lubricants

Carl Bechem Lubricants India Private Limited

Since the majority of the customers are of wire and tube drawing, this turned out to be a very good show for us. We got excellent feedback, many of our key customers have visited us here and we got excellent responses. It was a really good experience. More than 200 visitors have visited us. Additionally, we met new customers and discovered new applications, avenues, and areas as well. As of now, it is going great and this show is getting famous day by day. We should have this kind of show on a regular basis

**Nishant Garg**

Managing Director
Maiden Forgings Ltd.

At Cable & Wire Fair, we have been participating for a long time, and I think repeated participation in itself is a testimony of how our experience has been. The coming two decades belong to India, and being in the industry, be it wire and cable, steel, or any industry, India is the potential market. So, the industry is growing and we expect better every year. We expect good growth and such exhibitions are creating a buzz, and that helps us to market ourselves better. Thank You.



Sajesh Nair

Sales Executive
Bhavya Machine Tools

This was the first time we came to the Cable & Wire Fair and it was a new experience. We had interactions with a diverse group of customers and also came to know about the new machinery which we can also implement in our portfolio.



Ranjan Mishra
Assistant Manager - North
Puretronics

At the Cable & Wire Fair, we received a positive response, generating numerous leads. We intend to participate again next year, and the services provided were excellent, maintaining a high standard of cleanliness and efficiency.



Jagdish Lal

Walson Woodburn
Wire Die Pvt. Ltd.

It has been successful at the Cable & Wire Fair, and we have received many inquiries during this fair. Everything was very good, from facilities to food, and all the other arrangements. Thank You!



Aarti

New Spool
Specialist
Vikas Spool
Private Limited

We got our potential clients. We connected with so many new clients in the export business. There is a lot of exposure we are getting in this. Thank you



Jenet Ajmera
Marketing Sales
Manager
Taprath
Elastomers LLP

CWF has always been a good experience. This is the third time we are participating. We love how it is growing and I think this is one exhibition which we will always be coming back to and exhibiting over here. We just hope that we can grow along with the cable industry, how fast and the scope that India has in this particular sector, and we would just like to be a part of that. Thank you. The CWF 2023 was all over good.



**Shreyesh
Khandelwal**

Managing Partner
Shri Tirupati
Enterprises

Overall, it was good to present ourselves over here at CWF 2023. It was a great experience. Thank you so much



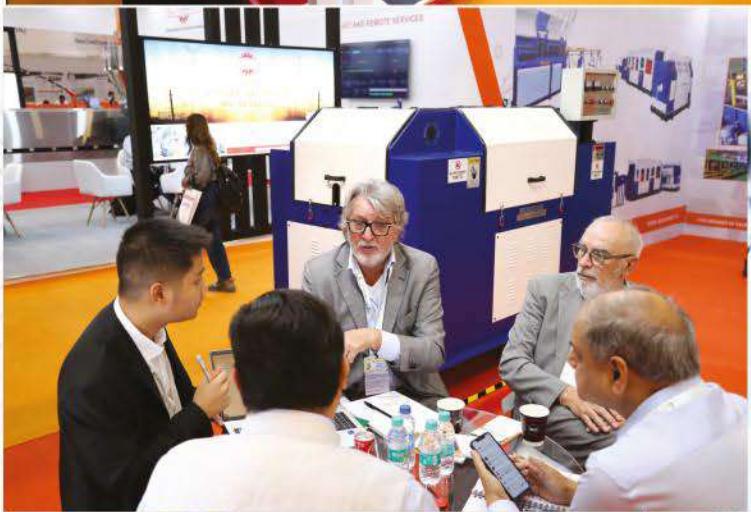
M. Balaji

National Manager
Janatics India
Private Limited

This is the first time we have participated in this fair, so we met lots of cable manufacturers as well as extrusion manufacturers. It was a really good response. Cable & Wire Fair is a good platform through which we can meet various manufacturers as well as OEMs. Already we have had lots of customers who are seeing the various products on display by us which creates an awareness about the products and the company. Last two days we have had almost 200 inquiries and since it is an integrated part of machines we had to sit and interact with the customers to change them into orders. So overall it was a good response.

















10
Years



2025
NOVEMBER
04 | 05 | 06



500+

Exhibitors



15,000+

Visitors



35,000+

Gross Area



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