

INTERVIEW

“Our Vision is to Establish a Global Brand Name”

A fully owned subsidiary of India-based Cabrol Group has commenced commercial manufacturing operations at the port city of Sohar, Sultanate of Oman, in the name of Universal Wires LLC, a company with an investment of USD 13 million. The manufacturing facility, situated within a 5 km radius of the port of Sohar, is envisaged to produce 60,000 MTs of galvanized steel wire per year. In this interview, Amit Shah, Director, Cabrol Group, elaborates about the company's expansion plans worldwide.

Could you provide an overview of the Cabrol Group and its activities in India?

Cabrol Group is one of the largest global steel cable drum manufacturers with four locations worldwide. The promoters of the Cabrol Group have to their credit vast engineering background and experience and have been into manufacturing of steel cable drums for over 30 years. The company has been catering to the requirement of the power cable and transmission conductor industry and our brand is now very well-known. The facilities for manufacturing steel cable drums include two in India and one each in Sohar, Oman and the US. We also manufacture galvanized wires at our Sohar plant.

What is the manufacturing facility and capacity in India for galvanized wires?

We do not have a manufacturing facility in India for galvanized wires. Our facility is located in the Middle East in the Sultanate of Oman. The capacity of the plant in Sohar is 60,000 tons annually. It is the one of the largest capacities in the region.

Could you name some of your leading clients in India?

We are just entering into the Indian market. However, we have already received orders from Apar Industries-Uniflex Cables, A1 Fencing, and some other companies.



Amit Shah

What prompted the company's decision to acquire a plant in Oman?

The plant is located within a 5 km radius of the Port of Sohar. This strategic location enables quicker deliveries worldwide. We also find Oman a business-friendly country. Our steel cable drum plant has been operational in Sohar since 2012. We also have USA as our market for almost a decade and Oman has a Free Trade Agreement (FTA) with USA which gives us a leverage over the other players.

Could you provide details of Universal Wires' production facility?

Our manufacturing facility has the capacity to produce 60,000 metric tons of gal-

vanized steel wire of low carbon per year. The machinery has all been imported from Europe from top-of-the-line manufacturers who assure the highest quality. For example, the galvanizing line is from FIB, Belgium while the wire drawing lines are from GCR, Italy. We can produce galvanized steel wires of sizes varying from 0.9 to 4.0 mm diameter. The facility has the versatility to produce both high zinc and commercial grade (40 to 610 gsm) galvanized steel wires. Our technical team consists of well-experienced personnel chosen from the same industry with several years of experience.

Which geographical markets will the Oman facility cater to?

Initially we are concentrating on the Middle East and the Indian sub-continent. Meanwhile, we have already started the spadework to venture into the US and European markets as well. Logistically speaking, we now have the edge to cover all these markets with a price advantage.

How will the Oman plant benefit India operations?

We are well aware through our operations in India that the market craves for quality galvanized wires. There are only very few players who have the capability to manufacture galvanized wires with well-controlled zinc coating, tensile strength

and hardness. This plant in Oman will act like an in-house source for quality wires to cater to the Indian market.

What is the company's long-term vision in the sector of galvanized wires?

Our vision is to establish a global brand name for quality galvanized wires.

What factors will trigger growth in this sector both in India and Oman?

High quality galvanized wires are the basic requirement for the cable industry. The power sector is one of the few arenas that always have a growth potential in India and Oman. In the targeted region, the power sector is on the priority list. This factor itself will give a boost to our market segment.

Is the Oman acquisition a step towards globalisation of the company? What are the long-term growth plans of the group?

We have always had a global vision. We are the largest single manufacturer of steel cable drums in the world. We have already had a global presence since 2010 when we established a marketing office at Houston in the US. Then we started our first manufacturing facility abroad at Sohar in 2012. In 2017, we started an assembly unit in Georgia, US. There's always a demand for quality steel products in the US and European markets. Global sourcing being the order of the day, if you can meet the standards, there's definitely an emerging market with high returns. Our plans are always solid just as the product that we deal with, namely, steel. **IWB**