

EPR

electrical & power review

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POWERFUL TRANSITION

POWER EQUIPMENT MARKET ON TURNAROUND

With new policies as well as 'Make In India' initiative, the power equipment industry is on the verge of becoming more powerful

PVC compounds industry moving in right direction



"Shriram Axiall has a global outlook, and we want to serve Indian PVC compounds market which is globally approved," says Rajiv Arora, President & Business Head, Shriram Axiall

Shriram Axiall, with over 50 years of experience in PVC compounds, is a name to be reckoned with. The company serves almost all the major players in wire and cable segment and ranks amongst one of the most advanced plants in India. In a conversation with EPR, Rajiv Arora talks all about the present scenario of PVC compounds market.

Shriram Axiall is a diversified company. What is your contribution to the electrical segment?

Shriram Axiall is one of the largest organised players for PVC compounds in India and today ranks amongst one of the most advanced plants in country. We have been the pioneers, and customers have always looked up to us for new product development. With over 50 years of experience in PVC compounds, we are geared to explore new markets, diversify product portfolio and extend the range of applications with our already existing market in house wiring, signalling cables, power cables, control cables, appliance plugs, power wires, telecom wires, appliance panels, control boxes and enclosures.

We are now in a position to offer PVC compounds that can withstand heat up to 125 C. These are high-performance compounds and offer alternatives to cross linked options. We have a range of FRLS/RoHS compounds to meet customer demands. We have also developed several compounds that can be used to replace other engineering polymers for a wide range of rigid applications.

What is your comment on the recent market scenario for PVC compounds?

The PVC compounds industry is moving in the right direction. The vinyl compounding market was reserved for small-scale industries, but for the past few years the regulations have eased. Expecting an increase in demand, large capacity addition has taken place.

Global slowdown has affected the demand and resulted in over capacity in this industry for the past few years; however, the Indian industry is in a good position to service the increased demand as the capacity is already in place.

Since the demand for PVC compounds is directly linked to GDP growth, with the current government enjoying a clear majority, the market sentiments are improving. Hence on the demand front, the scenario looks better as compared to the previous years.

How did the business shaping up post JV with US-based Axiall?

The partnership with Axiall, USA, was to avail the influx of global technology and applications for spearheading new applications, products and markets and form a JV company Shriram Axiall Pvt. Ltd. DCM Shriram and Axiall, both companies are very much alike and have been pioneering in their respective markets. Axiall is a leader in US, and DCM has been a leader in the field of PVC compounds industry in the Indian

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Interview with Rajiv Arora
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market. The product portfolio of both companies is complementary to each other.

We have an installed capacity of 35,000 tonnes per annum. Out of this capacity, 5,000 tonnes was recently added after our JV with Axiall Corporation. Our company is certified by DNV for ISO 9001, ISO 14001 and OHSAS 18001. We just received NSF approval for our facility in Kota. We also plan to go for UL certification in near future. The JV with Axiall has allowed us to have a global outlook and provide Indian customers with products conforming to global standards.

We plan to introduce and bring to the market applications and products in a phased manner which until now has not been available to the Indian market place.

Can you brief us on your different grades of PVC compounds for the electrical cable industry?

Shriram Axiall has a leadership position in electrical cable, house wiring, telecommunication cables and masterbatches. Shriram Axiall caters to a wide range of markets, including electrical (power cables, control and instrumentation, three core flat cables and appliance cords), house wiring (general purpose wire and FR/FRLS wire), telecommunication (signalling cables, telephone cables and switchboard) and master batches.

What are the advantages of your PVC compounds?

Shriram Axiall has a global outlook, and we want to serve Indian PVC compounds market which is globally approved. We have a state-of-art

manufacturing and research facility. We have grades that can withstand heat up to 125 C. Our PVC compounds are of consistent quality and conform to highest standards. We are NSF certified and plan to go for UL certification as well. Our whole plant is going to be lead free by June.

Tell us about your clientele.

We serve almost all the major players in wire and cable segment. We are approved at OEMs like Indian Railways, NTPC and BHEL. We serve major producers like Havells, KEI, Paramount and so forth. Axiall has been a pioneer in North American market. They are the specified supplier to global clients like Delphi and Leoni who are the who's who in auto wire harness segment. We plan to leverage Axiall's global approvals and service their Indian subsidiaries. ⚡