

NEC

intelligent wire
SURAKSHA ZINDAGI KI

WIRE & CABLES



FLEXIBLE HOUSE WIRES

- JEEVAN LINE HR-FR
- JEEVAN GUARD FRLSH
- JEEVAN SHIELD HFFR
- JEEVAN LINE+ HR-FR

SPECIAL CABLES

- CCTV CABLE
- TELEPHONE SWITCHBOARD CABLE
- LAN CABLE
- SPEAKER CABLE
- CO-AXIAL TV CABLE
- SOLAR CABLE

MULTICORE WIRES

- ROUND WIRE
- FLAT SUBMERSIBLE WIRE

POWER & CONTROL CABLES

- LT POWER CABLE
- LT CONTROL CABLE
- FIRE SURVIVAL CABLE
- ZERO HALOGEN CABLE
- RAILWAY SIGNALING & QUAD CABLE
- BATTERY CABLE

AERIAL BUNCH CABLE



LONG LIFE



LEAD FREE



ENERGY SAVER



FLAME RETARDANT



EXTRA FLEXIBILITY



PURE COPPER



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NEC Wire & Cables:

All-Geared Up for the Future



Mr. A. V. Jagdish, Executive Director, NEC Wire & Cables Pvt. Ltd.

“The company has made significant investments in its manufacturing infrastructure in the last few years; and in 2020, it has installed high profile configuration machinery at its wires and cables manufacturing plant in Greater Noida...”

Mr. A. V. Jagdish, Executive Director, NEC Wire & Cables Pvt. Ltd. sheds light on the business story of the Company, the production capabilities, details about the manufacturing setup, the recent developments including the start of production of wires and cables at their facility in Greater Noida, and the future ahead in an exclusive conversation with Wire & Cable India.

Wire & Cable India: Please give us a glimpse into the business journey of NEC Group, its product portfolio and the significant milestones the company has attained so far? >>

“*In October 2020, with the commencement of NEC Wire & Cables Pvt. Ltd.'s operations, the company started manufacturing all types of 1.1 kV wires and power and controls cables.*”

A.V. Jagdish: Established in 2002, Nitya Electrocontrols Pvt. Ltd. (NEC) started its operations with a vision to become a prominent manufacturer and supplier of electrical solutions. The company has been a prominent player in providing solutions for all types of electrical panels and bus ducts for the last two decades. NEC is synonymous with dynamic and innovative insights into LV & MV switch board, protection relay control panels, LV & MV bus ducts industries of India. In October 2020, with the commencement of NEC Wire & Cables Pvt. Ltd.'s operations, the company started manufacturing all types of 1.1 kV wires and power and controls cables.

Over the years, NEC has executed orders for various real estate developers along with companies in the power, petrochemical and telecommunications industries. It has also served state electricity and power generation boards — NTPC Limited, Bharat Heavy Electricals Limited (BHEL), Power Grid Corporation of India (PGCIL), Engineers India Limited (EIL), and MECON Limited.

NEC has supplied its products to more than 22 states in India. The Company is also exporting its products in the international markets such as Middle East countries, Bangladesh, Sri Lanka, Nepal etc. It has a substantial market share with three manufac-



turing facilities located in Noida and Greater Noida.

WCI: Outline the product range offered by the company? What is the production capacity?

AVJ: NEC Wire & Cables Pvt. Ltd. — one of the three units of NEC Group, is engaged in the production of house wires, single and multicore cables, 3 core flat cables, solar cables, CCTV cables, coaxial cables, fire survival cables, halogen-free cables, power and control cables.

WCI: Tell us about the infrastructural set-up, workforce, manufacturing capabilities with regard to wire and cable segment? Are you planning to invest in capacity expansion, plant addition, or technology upgradation?

AVJ: NEC has a large infrastructural setup with its three manufacturing units spread over a built up area of 25,000 sq m. All the three units are located in the industrial area of Noida and Greater Noida, Uttar Pradesh. NEC's manufacturing facilities boast

“*NEC has a large infrastructural setup with its three manufacturing units spread over a built up area of 25000 sq m. All the three units are located in the industrial area of Noida and Greater Noida*”

of the latest German-technology based setup and state-of-the-art machinery.

The company has made significant investments in its manufacturing infrastructure in the last few years; and in 2020, it has installed high profile configuration machinery at its wires and cables manufacturing plant in Greater Noida to cater the domestic and international market. NEC also has world class R&D and in-house testing labs. The Company has been serving its clients with a self-motivated and innovative team of 700+ employees.



“*The current production capacity for panels is 24,000 verticals and 6,00,000 Kms per annum for wires & cables.*”

WCI: *NEC commenced the production of wires and cables at its Greater Noida plant in October 2020 — please share the recent developments at the company. Also, define the factors playing a significant role in the company's consistent growth?*

AVJ: Our success is defined by our commitment to deliver quality products, trusted channels partners, adherence to quality and industrial compliances, approvals and

accreditations throughout India by recognized bodies like NTPC, NHPC, NBCC, MES, PWD, CPWD and other departments. We have a strong PAN-India presence and are recognized for the world-class after-sales support.

NEC Wire & Cables has roped in Bollywood actor Nawazuddin Siddiqui as its brand ambassador to showcase the perfection and safety in the range of consumer and industrial wires and cables and to establish a connect with the customers.

WCI: *The Company had earlier announced the plan to invest Rs. 200 crore in the next five years — could you tell us about your long-term vision and growth strategy?*

AVJ: NEC is planning to come up with new products in the coming years. In the next phase of our

investment strategy — we have planned to launch a unique distribution box and agriculture-based starter and small panels.

WCI: *What is the philosophy and mission of NEC Wire & Cables Pvt. Ltd?*

AVJ: We are always committed to provide our consumers with the best, safe and advanced technology with a wide range of wires and cables. The wires and cables are very essential parts of an electrical installation circuit to safeguard from any short circuit and fire-accidents. We are coming up with German-technology advanced products for the Indian consumers to ensure the best in quality and safety. Our strategy has always been to improve the product-value and fulfill the highest expectations by bringing best-in-class quality and services. [WCI](#)

