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Sri Vinay Rathi
Director

**POWERING
PROGRESS
WITH
WEAVING
INNOVATION
& RELIABILITY**

GLOSTER CABLES

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GLOSTER CABLES

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In the realm of modern ventures, business success is often found at the intersection of continuous learning, accessibility of information, embracing feedback, and fostering collaboration. And resonating with this assertion, this story exemplifies these principles. The profile of Gloster Cables showcases how a dedicated team is apt to convert visionary ideas into a living reality. The organization is driven by a pledge to make information universally accessible and a workplace that values constructive feedback. We hold a high regard for their belief in the power of collaboration. Gloster Cables has not only achieved stellar milestones but also set a benchmark for others to follow. Let's delve into the business journey of this exceptional organization and explore the pivotal moments and strategies that allowed it to witness outstanding success.

In a freewheeling conversation with our team, Sri Vinay Rathi who is the Director of Gloster Cables, shed light on the overall journey of this establishment and its impact being generated across the whole industry. The whole narrative is based on the excerpts of conversation held with the Director and hope it will help you get some deep insights into the industry's core operations.

BUSINESS OVERVIEW

Established in 1995, Gloster Cables has emerged as a leading manufacturer and supplier of power cables and wires in India. It began as a joint venture between the Bangur, Modi, and Rathi families. The Bangur family was a well-acclaimed name in the cable industry and the Modi and Rathi families had experience in distributing cables and wires from various manufacturers. Altogether, these three companies combined their expertise and resources and inaugurated Gloster Cables Limited. At present, its headquarters and manufacturing units are located in Secunderabad, Telangana. Serving a diverse array of industries, Gloster Cables has built a reputation for quality and reliability across sectors such as Iron & Steel, Automobiles, Power & Energy, Engineering, EPC Contractors, and Defense & Research, among others. The company's extensive product portfolio is designed to meet a wide range of power transmission and distribution requirements, ensuring that clients receive solutions tailored to their specific needs.

For nearly three decades, Gloster Cables has committed itself to excellence in every aspect of its operations, from manufacturing processes to customer service. The company's state-of-the-art production facilities are equipped with the latest technology, enabling it to produce high-performance cables and wires that adhere to stringent quality standards. This dedication to innovation and quality has positioned Gloster Cables as a trusted partner for major industrial players and infrastructure projects across India.

Moreover, Gloster Cables is proud of itself for its ability to adapt to the evolving demands of the market. They ensure this by ceaselessly investing in research and development, the company not only enhances its product offerings but also ensures that it stays at the forefront of technological advancements in the cable and wire industry. This forward-thinking approach has always propelled them to curate solutions that are not only effective but also sustainable and cost-efficient.



With a focus on building long-term relationships, Gloster Cables places great importance on understanding the unique challenges and requirements of each client. Personalized service and expert guidance, the company helps its customers make informed decisions that drive their success. This customer-centric philosophy is a cornerstone of their business model and a key factor in its sustained growth and success.

Gloster Cables' commitment to excellence, innovation, and customer satisfaction has earned it numerous accolades and a solid reputation in the industry. As the company continues to expand its reach and capabilities, it remains dedicated to delivering superior products and services that meet the highest standards of performance and reliability.

JUSTIFYING THE MISSION

When asked, the founder stated that the mission of the company focuses on customer satisfaction. It is the pole star that guides all of their services and product formation. Manufacturing high-quality cables to meet the industry standards for great performance and reliability, the company aims to offer its products at quite competitive prices to be an enticing option in the market. And the drive that pushes them forward is to exceed customer expectations by offering impeccable support and service. Also, adapting to the tech advances is yet another standing-out factor for the company.

Gloster Cables has always been known to keep the quality high enough from raw material selection to finished products. Their ISO 9001 certification offers a documented plan with multi-stage inspections. Moreover, their state-of-the-art equipment and a dedicated R&D department further offer quality by developing new methods, researching materials, and innovating for future needs.

A JOURNEY FROM 5 CR TO 700 CR

One of the most considerate aspects that makes their story worth mentioning is their business growth from 5Cr to 700Cr. They are proud to report a turnover of Rs 700 Cr in FY 23-24. This achievement reflects their commitment to high-quality service, competitive pricing, and strategic market targeting, alongside the successful expansion of their product portfolio. In their journey, many external factors played a major role in their business success such as the economic boom and supportive government policies. At the ground level, continuous Learning, Data Analysis & paying heed to user feedback are the core distinguishing factors that facilitated their establishment's growth within the industry at large.

OVER 17 MARKETING STATIONS

Gloster Cables is known for its diverse and widespread networking that ensures consistent service quality. In this, a few of the noteworthy aspects are as follows:

- Regional Warehousing: Products can be readily available to fulfill customer demands across the country.
- Field Service Teams: Localized teams can provide prompt technical support and after-sales service.
- Standardized Processes: Established procedures guarantee consistent service quality across all locations.
- Centralized Monitoring: They might have a central system to monitor performance and ensure adherence to quality standards.

TECH IN MANUFACTURING PROCESSES

The domestic wire segment is quite competitive. But also, innovations and unique thinking have the potential to lend any venture an edge in the market. The same assertion is true for Gloster Cables. In the domestic wire segment, they are the pioneering establishment that introduced unique triple-layer extrusion technology with HR-FRLSH+FRLSH+FRLSH specification as well as with HFFR insulation. This has enhanced their reputation as one of the leading players in the market.

CLUBBING PRODUCT DEVELOPMENT WITH SERVICE OFFERINGS

The team at Gloster Cables knows how to leverage market trends for product development and service offerings through various methods. Here, several initiatives and strategies aid the product development such as monitoring industry trends in power consumption, renewable energy adoption, and technological advancements within the cable industry; gathering customer feedback to uncover opportunities for product improvement or new services, attending industry events and conferences to stay informed about the latest technologies, trends, and competitor strategies, and conducting market research to understand customer preferences, emerging applications for cables and wires, and future market demands

IMPACTFUL LEADERSHIP IN THE INDUSTRY

Many factors allow Gloster Cables to ensure effective leadership in the power cable industry. Most of the qualities come from experience while many others are learned gradually by making conscious decisions. Even in recognition of their commitment to quality and customer service, Gloster Cables Limited bagged the title, "Best Brand" for 2023 by the prestigious Times Group/ET Group. Their leadership in the market is indeed undeniably impressive and guides many emerging ventures too.

Following are the ways in which the leadership of the venture in the industry is being cemented at the forefront:

- Industry Knowledge: An in-depth view of the power cable industry. Here, the market trends, regulations, and competitor landscape are crucial for making informed decisions.



- **Strategic Vision:** The ability to develop and implement a clear strategic vision that positions the company for future growth and success in a dynamic market.
- **Operational Excellence:** Leadership skills to ensure efficient production processes, cost control, and adherence to quality standards.
- **Customer Focus:** Prioritizing customer satisfaction by understanding their needs, providing excellent service, and offering innovative solutions.
- **Teamwork and Collaboration:** The ability to build and motivate a strong team, fostering collaboration across departments like production, R&D, sales, and marketing.
- **Change Management:** The capacity to adapt to changes in the industry, such as technological advancements, environmental regulations, and economic fluctuations.

- **Financial Acumen:** Understanding financial principles to make sound investment decisions, manage budgets effectively, and achieve financial goals.

Inspiring leaders who have created an impact in this sector will possess a blend of these qualities. These allow them to navigate the complex business landscape, harness innovation, and ensure their company's long-term success.

The cornerstone of Gloster Cables' success is rooted in its unwavering commitment to quality and unparalleled delivery speed, consistently upheld over 29 years. This steadfast dedication to excellence has fostered a high level of confidence among our valued customers, establishing Gloster Cables as a trusted and reliable partner in the industry.

FUTURISTIC BLUEPRINT

In its long and spectacular business journey, Gloster Cables has persistently created milestones and scaled the ladder of success at a remarkable growth rate of 25% CAGR. This rate has been increasing day by day since its inception and harbors ambitious plans to achieve a top-line revenue of Rs 1000 crore in the next two years.

A NOTE OF INSIGHTFUL GUIDANCE

“ *The future is full of possibilities, and you have the power to shape yours. Believe in your dreams, and take action to achieve them.* ”

