



CABLE CONNECT

VINAY RATHI, DIRECTOR OF GLOSTER CABLES LTD, FEELS CONSISTENCY IN QUALITY AND THE FAITH GAINED THEREBY, HAS GONE A LONG WAY IN SCRIPTING THE COMPANY'S SUCCESS STORY AND ITS CONSEQUENT GROWTH

➤ VENTURING INTO BUSINESS

This story revolves round a family which was traditionally into the trading of electrical and allied products. It was already into the supply of various products to the cable industry. "We got an opportunity to tie up with a reputed company and that's how we entered the cable business," says Vinay Rathi, director of Gloster Cables Ltd.

➤ THE INSPIRATION

It was basically the family's initiation into the electrical trade and buying and selling of various other products required in the cable industry that got Rathi interested in further expanding the vertical to enter an industry. "We tied up with a cable company by entering into technical and financial collaboration," avers Vinay.

➤ FAMILY STATUS

"My father had experience of running an industry. He was always a source of inspiration and we could grow this business with his experience and under his guidance," adds Vinay.



VINAY RATHI

Director

Our company is looking at spreading abroad and expanding its market even as we look at doubling our turnover

➤ A VETERAN'S VIEWPOINT

According to Vinay, as the economy grows, various electrification programmes are taken by the government.

Infrastructure and power growth are required for development of an economy. Increase in demand leads to setting up of various industries. Thus, there exists a huge requirement of cables in a growing economy. The cable industry has grown many folds at CAGR for the last 10 years.

"Our power cable products have been performing over more than 50 years with all kinds of Industries and trades. Our consistency in quality and the faith gained thereby, is the source of accreditation on where we stand today. This strength has encouraged us to move ahead to introduce new type of products such as triple extrusion FRLSH type domestic wire, instrumentation cable, solar cable etc," he says.

➤ BIZ EXPANSION

The company's journey began way back in 1995 with one manufacturing unit in Metchel in the erstwhile Andhra Pradesh. "Over a span of 20 years, we could widen our marketing network almost in all the places in important states. We have approximately 300 dealers at present, besides direct industries and utilities. With the introduction of wires, we plan to have around 500 dealers over the next five years," shares Vinay.

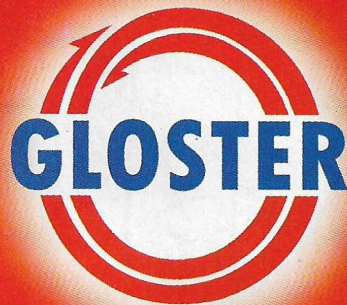
➤ THE CITY ADVANTAGE

Kolkata has always been a threshold of business opportunities that have contributed towards the growth of this region, including the Seven Sisters states, feels the director. "In 2012, we set up our go down with stocks that were enough to meet the instant requirement of all our esteemed customers with strategic distributors in other adjoining capital cities," avers Vinay.

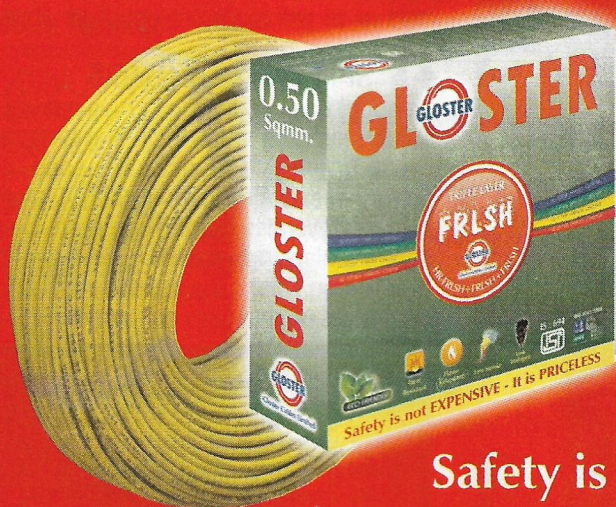
➤ FUTURE PLANS

"We have ambitious plans of doubling our turnover in the next five years. In addition to the national markets, our company is also looking to fly abroad and expand its market in the Middle-East," shares the director. ■

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