



We want to expand our reach to 20 cities by 2020

— **Marc Jarrault**, Managing Director,
Lapp India Pvt Ltd

Germany-based LAPP Group has been present in India for over two decades, and has been serving the domestic market with innovative cabling and connectivity solutions. **Marc Jarrault** takes through LAPP's journey in India, and discusses his growth plans for the subcontinent. LAPP is bullish on its prospects in India and has already planned to significantly expand its reach from five cities today to 20 cities by 2020.

LAPP has been in India since 1996. What has been the overall growth over these past two decades?

In 1996, foreseeing great potential of the Indian market in terms of rapid growth in infrastructure and industrialization, LAPP Group started business in the country. By 1998, LAPP set up its first manufacturing unit in Jigani, Bangalore. This unit is the second largest plant outside Germany. Since then it has been an exciting journey for LAPP in India. Being one of the early entrants and pioneers in the industry, LAPP has been growing at a double-digit rate.

Post the success of plant in Jigani, we started with our second manufacturing plant in Pilukedi, Bhopal, in 2012. The Bhopal plant produces more than 216,000 km of single core cables per annum, catering mainly to the building cable segment. Now it also produces multi core cables. In 2014, the production area at Jigani was also doubled and a new multi core line was commissioned in Bhopal with a total

investment of over 5 million euros.

Today, LAPP in India has a turnover of over Rs.500 crore and provides about 150,000 km per year of power, control, instrumentation and data cables along with connectors, accessories and customized cabling solutions to over 7,000 customers pan India.

Our customers are spread across different industry segments such as automation, textile, automotive, machine tools, oil and gas, renewable energy, process industries, as well as in the infrastructure and building sectors. We currently have 23 sales offices along with five service points and five warehouses. We also have a strong network of 150 dealers and distributors, a state of the art laboratory and a fully-fledged innovation and engineering centre.

As we understand, OLFLEX has been your mainstay when it comes to control cables. Tell us about the dominance of OLFLEX in LAPP's Indian portfolio.



Inside view of Lapp India's factory at Jigani, Bengaluru

ÖLFLEX® is universal cable used in control applications and is synonymous with power and control cables. Besides being the first multi-core cable to be manufactured in the world, the cables are suitable for different installation like static, flexible and continuous moving for example three-axis rotation applications and also for applications with very high linear bending stress.

How has the Indian consumer responded to ÖLFLEX?

In India, we have a higher demand for the ÖLFLEX® brand of power and control cables. The customers are familiar with the brand ÖLFLEX® and have earned us a good position in the Indian market. With the wide range of products that this brand offers, ÖLFLEX® brand in India cater to applications ranging from measurement, high temperature, control, heating, photovoltaic, public infrastructure, continuous motion, high flexible, chemical industry, electric and power tools, machine to machine connectivity etc.

In India, LAPP has been focusing on industrial cables. Tell us more about your product portfolio.

Our portfolio includes standard and highly flexible cables, industrial connectors, customized system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. Some of the key focus industries include automation, textile, F&B and infrastructure industries which have been witnessing considerable growth over the last few years.

A few flagship products of LAPP in India are: EPIC® Industrial Connectors; SKINTOP® cable glands; SILVYN® protective cable conduit systems and cable carrier system; ÖLFLEX® CONNECT, which is a customized cable assembly solution; and FLEXIMARK®, a permanent marking system for a clear overview inside a control cabinet.



How have things shaped up with respect to the building wiring segment in India?

We have been in the Indian building wire segment for more than five years now. Our second manufacturing plant in Pilukedi, Bhopal, produces single core cables catering mainly to the building cable segment.

Under the ÖLFLEX® brand – ÖLFLEX® INFRA range of cables are a total solution in electricity connectivity for building applications.

We have pan India sales and service network to provide comprehensive cabling solution for buildings. Our product range also include power & control multi cores, lift cables, fire alarm and security cables, speaker and CCTV cables, telephone and network cables, etc.

LAPP, as we understand, has products catering to the solar energy market. Tell us more. How do you see prospects given India's booming solar market?

LAPP has been a driving force for innovation in the solar photovoltaic industry. For over ten years, the company has been successfully developing cabling and connectivity solutions for photovoltaic systems. We have regularly brought in efficiency in transmission with our intelligent innovations.

Since 2012, LAPP in India has catered to over 4 GW of grid-connected PV projects with an array of highly efficient and reliable products like PV cables, connector, splitters and other accessories. For this financial year (running from October to September), we hope to

cater over 1 GW of PV projects. At present, we cater to about 25 per cent of the total 13 GW of installed grid-connected PV base in India.

According to you what is the future growth scenarios of the wire & cable sector? How do you see LAPP's growth in India over the next, say, five years?

Infrastructure, renewable energy, metro, ports, railways, metals and mining, automotive and automation power plants (nuclear & thermal), contributes to the growth of India market. Some of these industries have higher growth rates in certain cities compared to others due to high cost advantage coming from raw materials and manpower. LAPP Group has presence in each of these industries and has significant market share for control, power and data products. India insulated wire and cable market is forecast to grow at a CAGR of 10.3 per cent through 2023, predominantly on account of growing government investments towards infrastructure development projects. We aim to capitalize on this and contribute to the Indian growth story.

Our vision for India is to reach turnover of Rs.1,000 crore by the year 2020. Our plan is to ensure an increase in our customer base and also strengthen presence in our focused segment.

When it comes to retail, we want to increase our base from current five cities to 20 cities by year 2020. This would ensure that we are not only seen as a leading industrial cable manufacturer but also a prominent player in the retail market targeting electricians and end consumers. The focus is on delivering not only customized products but customized solutions as well.

To ensure we are where our customers are, we will set up more warehouses and build service points to service them better. We are further looking at growing our presence by offering our customers the convenience to buy online. ■