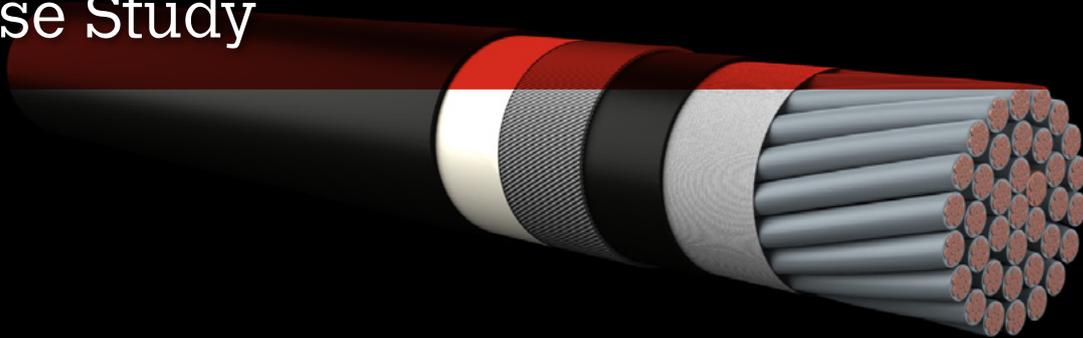


Polycab answer demand for high standards through LPCB certification



Following a number of requests for LPCB certified cables from customers, Polycab approached BRE to independently establish product performance and functionality. Polycab have satisfied their customer's demands and demonstrated their customer centricity through successful certification.

Case Study



Challenge

Polycab – one of India's leading manufacturers of cables and wires and allied products – strive to deliver customised and innovative products with speed and quality service. The organisation owes much of its success to its commitment to quality, combined with the ability to produce complex products on short timeframes to meet their customers' needs.

BRE are internationally recognised for their efficient, independent and authoritative service, based on an in-depth knowledge of the worldwide cable testing requirements.

Polycab identified that a large number of their clients were requesting cables that had LPCB certification, specifically from BRE.

Polycab therefore required LPCB certification of one of their cable products.

“ LPCB is a highly respected third-party quality mark. Successful certification, and listing in the Red Book, helps differentiate our product from other uncertified offerings in the marketplace ”

Rithesh Karkera, Scheme Certification Engineer, Polycab

Benefits



Boosted sales

Boosted sales of certified product



Customer centricity

LPCB certification showed genuine commitment to customer centricity



Product improvement

Regular audits help drive continuous product improvement

What was done

Polycab were confident of the performance of their product, however they needed a verified way to share this confidence with their customers. BRE provide a comprehensive range of cable tests for a wide spectrum of product types in all market sectors, including power cables, integrity cables and data and communication cables. After speaking with BRE's cable experts, Polycab were quick to see the specific benefits of testing and certification.

The third-party certification process is thorough, consisting of initial type testing and technical evaluation, ongoing product auditing and the regular surveillance of the manufacturer's quality system and production procedures. Following successful certification, all products, systems and services are listed in the Red Book.

"LPCB is a highly respected third-party quality mark. Successful certification, and listing in the Red Book, helps differentiate our product from other uncertified offerings in the marketplace" explains Rithesh Karkera, Scheme Certification Engineer at Polycab.

Project Outcome

Polycab have been able to successfully determine the performance of their cable product and demonstrate this to their clients. Rithesh explains that "LPCB certification is highly regarded across India, and worldwide. We are particularly pleased to have gained successful certification and be able to demonstrate this to our customers".

Next steps

Polycab have 25 manufacturing facilities, located across the states of Gujarat, Maharashtra, Uttarakhand and the union territory of Daman and Diu. Regular re-assessment and audit testing is required as part of the LPCB certification process, and **Rithesh believes that this is particularly helpful for Polycab, "LPCB certification has helped us underline our commitment to quality and compliance with internationally recognised standards. Regular audits ensure that BRE are actively engaged with us on an ongoing basis"**.

About Polycab

Polycab is engaged in the business of manufacturing and selling wires and cables and fast moving electrical goods 'FMEG' under the 'POLYCAB' brand. Apart from wires and cables, we manufacture and sell FMEG products such as electric fans, LED lighting and luminaires, switches and switchgear, solar products and conduits & accessories. Our promoters collectively have more than four decades of experience among them. Our Company was incorporated as 'Polycab Wires Private Limited' on January 10, 1996 at Mumbai as a private limited company under the Companies Act, 1956.



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About LPCB

The Loss Prevention Certification Board (LPCB) has worked with industry and insurers for over 150 years to set the standards needed to ensure that fire and security products and services perform effectively. LPCB is a globally recognised third-party certification body which delivers certainty and manages over 16,500 listings in the renowned Red Book.



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