

Case Study

KEI Industries

Product approval accelerating market access

KEI Industries is a major cable manufacturer with headquarters in India. Since launching in 1968, the company has grown to have a presence in over 60 countries around the world supported by a team of over 7,800 employees, establishing itself as a well-recognised name in the global cable industry.

Worldwide presence

Priding itself on introducing innovations to meet evolving industry demands and support rapid technological advancement, KEI stands out with one of the highest export-to-revenue proportions in the Indian cable sector, underscoring the global trust in its product quality. With a particular focus on the U.K., Middle East, Australia, Africa, Southeast Asia, as well as Europe and the Americas, its cables are supplied across over 60 countries.

Sanjay Gadhave, Senior leader in cable design and global market strategy at KEI comments:

"Our global presence and focus on producing high-quality cables designed to our customer's precise needs has been integral to accelerate the business. By understanding the specific requirements of industries across different regions and countries, we are able to deliver tailored cable solutions that meet the needs of performance requirements and compliance standards."

Meeting specific requirements

BASEC product approval is held for several product ranges, including armoured, XLPE-insulated fire-resistant power cables, armoured power cables with XLPE insulation, Low Smoke Halogen Free/PVC sheathing, single-core non-sheathed building wires, and cables with thermoplastic PVC insulation, PVC-insulated and sheathed cables. Low-voltage wires and cables produced by KEI hold BASEC approval under BS EN 50525-2-31 and BS 6004. As part of gaining and maintaining product certifications, product samples are selected by expert auditors and undergo a thorough testing programme. Procedures and documentation must also meet BASEC's Product Certification Requirements (PCR), which are assessed during an audit of the production facilities to ensure compliance.

In terms of end-use projects, KEI Industries has supplied BASEC-approved cables to the Caribbean and other markets through its business partners and is exploring opportunities to expand supply across more regions in the Caribbean, Europe, U.K. and beyond. These cables are integral to projects involving the distribution of electrical power across regions, ensuring uninterrupted and safe electricity flow. KEI holds certifications for cables manufactured in compliance with BS 5467, BS 6724, BS 7846, BS 6004, and BS EN 50525-2-31. These certified cables have been supplied for projects requiring strict adherence to technical and safety standards across various regions.

KEI
Wires & Cables



A quality partnership

KEI Industries' decision to collaborate with BASEC Group Limited was driven by market demand for the need for high-quality cables that meet stringent international standards. Specific cases, particularly in demanding industries and projects, required cables to be certified by a third-party to ensure reliability, safety, and compliance. BASEC's globally recognised testing and certification services provided an ideal solution to address these market needs and reinforced KEI's commitment to quality excellence. The certification has also opened up new opportunities for KEI in international markets, where having BASEC approved cable products is a necessity.

Mr. Sanjay Gadhav, adds:

"Holding BASEC approval for particular cable designs has helped open new opportunities for products in international markets. The mark is recognised globally and represents quality and impartiality which gives our customers confidence that our products have been independently verified to be fit for purpose."

In prioritising quality and safety, KEI has not only enhanced its reputation but also contributed to the overall growth and development of the cable industry.

To find out more about the the Product Approval certificates that KEI Industries holds or to enquire about BASEC's services please visit www.basec.org.uk.

When quality matters, choose BASEC as your preferred partner.



Contact us

BASEC Group Limited (BASEC)
Presley House
Presley Way
Crownhill
Milton Keynes
MK8 0ES, UK

+44 (0)1908 267300
mail@basec.org.uk

www.basec.org.uk