



Team of directors: (L-R) Ankit Lodha, Abhivandan Lodha, Rajesh Jain, Amit Jain, Abhishek Jain

Future of Cables and Wires is here...

Success is a journey and not a destination for **Chandresh Group - AVOCAB** as, for Balar and Lodha family, entrepreneurship is in their genes

Chandresh Group began its manufacturing operations in 1988, under the joint vision of the stalwarts of Balar and Lodha family. Their founder chairman, Khimraj Balar, coming from a rich experience of textiles trading and a man with high values and philanthropist vision, was involved in establishing the first manufacturing plant at Chhatral, in the industrial belt of Kalol near Ahmedabad. The growth story began with addition of next generation—Rajesh Jain and Amit Jain, who, with their key focus on delivering a quality product at competitive pricing, developed a base for self-made brand of electrical cables and wires. Brand AVOCAB was born in this process and within a decade of its existence, it became one of the leading brands in its category in Gujarat.

With the coming of third-generation entrepreneurs—Abhivandan Lodha, Ankit Lodha, and Abhishek Jain—brand AVOCAB strived and established itself as a company that had national and international presence. All well-educated and meticulous in their planning and execution, gen next is a healthy mix of professionals who take well calculated risks and venture into uncharted territories. Abhivandan, a mechanical engineer with master's in operations management, is involved in drafting sales and marketing strategy for the company. Ankit, a chartered accountant, takes care of finance and new ventures. Abhishek, an automobile engineer with master's in industrial engineering, is driving the manufacturing operations and approvals.

With a presence in all the major cities of India like Mumbai, Delhi, Bengaluru, Chennai, Hyderabad, Pune, Vadodara, Surat and various others, the company has ensured that it has a national presence. With exports in Europe, Africa, and Middle East, Chandresh Cables Ltd has a global reach. AVOCAB Brand House wires are used by all major builders and developers pan India to electrify their housing and commercial projects. Brand AVOCAB has a strong presence in retail markets through sound distribution network. With total group revenues nearing ₹1 billion, Chandresh Group is growing at a healthy rate of 25 per cent per annum since last three years. The company is professionally managed keeping into consideration all the industry standard norms and also following standard ISO practices in every sphere of the work.



INDUSTRIAL GROWTH OF GUJARAT

Gujarat has always been a land that has inculcated entrepreneurial practices. The industrial growth here has always been steady and never fails to achieve more than what is expected from it. Over the last decade, there has been an advent of new industry sectors putting up shop here and also, the gradual shift in the industrial practices and cultures. The ease of business was always there and that is the main reason why businessmen from across the globe want to be present here.

VISION & MISSION

Chandresh Group's mission is profitable growth through superior customer service, innovation, quality, and commitment; while its vision is to be the company

that best understands and satisfies every product and service need of its customers globally. Their business is based on the values of transparency, ethics, hard work, and customer satisfaction.

AWARDS & ACCOLADES

AVOCAB has constantly been ranked amongst the top 10 cables companies in India since last five years. Their company has won awards for Best Vendor from various MNCs and scored high in supplier index parameters. Various performance certificates issued by the firm's loyal clients like Adani, Godrej, L&T, BHEL, Airports Authorities and various others are a testimony to their consistent performance.

COVID IMPACT

Business has grown manifold post the pandemic.





Variety of reasons including the opening of markets, government induced liquidity, timebound execution of projects, and rise in consumer demand are responsible for the same. Chandresh Group's business has doubled in the course of last two years. Via Make in India campaign, they have begun to yield results and are now self sufficient in a lot many ways.

STAY AHEAD OF THE CURVE

AVOCAB simply focusses on customer satisfaction. Be it customised solutions, focus on delivery commitments or offering a range of all products in a single basket, Chandresh Group never says to their client.

They also have always kept increasing their capacities. Their major expansions and capex have come during the time of Covid, when the economy was slowed down. This ensured that by the time the demand picks up, AVOCAB is ready with its increased capacities and new offerings in products. They also hire the best talent, and employee retention rate in their organisation is very healthy. Chandresh Group, as a policy, has never compromised in the quality and their raw material is procured from the best of suppliers. The machinery at AVOCAB's plant is mostly imported, and with high speed and precision.

CHALLENGES

The world is going through some volatile market conditions when it comes to inflation and supply chain constraints. This has had an impact on the way businesses are operating worldwide. But no challenge is such that cannot be defeated. Chandresh Group is growing in spite of all this.

PRODUCT RANGE

Current range of products for the cables division includes power cables, control cables, instrumentation cables, speciality cables like fire cables, submersible cables, cat-6 cables, flexible cables, and house wires. Chandresh Group, as a whole, has always been involved in diversification. Their group has diversified interests in textiles manufacturing and trading, chemicals manufacturing (copper sulphate), metal manufacturing (copper strips, paper insulated conductors, winding wires, covered conductors and various other kinds of copper and aluminium products).

AVOCAB is currently in the process of establishing their third greenfield project of cables in Gujarat, which will take their cables manufacturing range to 66 KV. Very select few in the industry have this kind of infrastructure and capacity. All are manufacturing setups in the vicinity of 20 Km to each other. This ensures a better control and higher efficiency.





SUCCESS MANTRA

*Work Hard. There is no shortcut to success.
Adopt the positive changes with time*

make a mark here. Also, one should always strive to be the best in the work that he/she does. AVOCAB's focus is to become the market leader in their industry and they are working hard towards achieving this.

Run by the Balar and Lodha family, Chandresh Group is strongly a value based and ethics driven conglomerate. They believe in giving back to the society in every possible manner. Their Chandresh Foundation is involved in doing a lot of CSR work. The group's promoters are involved in setting up various hospitals, schools, temples, and *dharamshalas*. During COVID, the group was active in distribution of essentials, oxygen cylinders, and also setting up of Covid-19 hospitals. The women in their family are actively involved in helping the needy-including old age homes—organising blood donation camps and distributing clothes.

A BREAKTHROUGH MOMENT

They have been recognised and approved with the best in industry for supplies to them. Be it Engineers India Limited, Power Grid Corporation of India, Nuclear Power Corporation of India, Adani Group, Larsen & Toubro, Airports, Metros and various other private and government agencies, each approval is a breakthrough moment for them and raises the level of their quality and capacity.

IN A NUTSHELL

Chandresh Group believes that the ability to take calculated risks and also judge the trends in the industry are the key skills every entrepreneur should have to

