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Leebo Metals: Aspiring to Expand Capacity & Market Footprint

“While maintaining an exorbitant pace of growth, one of the main goals for the next two years is to install and achieve a target of about 40000 MTPA by 2023. In addition, we plan to increase the customer base to reach more than 1000 active customers, and aspire to be the undisputed leader in quality metal supply” - Mr. Rajesh Agarwal



Mr. Rajesh Agarwal

Mr. Rajesh Agarwal, Managing Director, Leebo Metals Private Limited, outlines the business story of the Company, the two subdivisions of Leebo Group - Leebo Metals Private Limited and Omega Rolling Mills Private Limited, manufacturing capabilities, product range, and Group's future plans in an exclusive interview with Wire & Cable India.

Wire & Cable India: Tell us about Leebo Group? Shed some light on the manufacturing set up of the company describing the core capabilities and the infrastructure?

Rajesh Agarwal: Incorporated in 1995, Leebo Metals has been manufacturing and exporting high-quality copper products to its customers across the globe. The Group consists of two companies, namely — Leebo Metals Private Limited and Omega Rolling Mills Private Limited. These companies are involved in the manufacturing of copper and copper-based products.

As a globally-responsible corporate entity, Leebo Group continues to originate systems and services to create products that are backed by significant innovations that support a sustainable future. Leebo Group is committed to improve operational efficiencies through customer-centric inventions to ensure the safe applications of the products.

From its fully equipped manufacturing plant in Daman with an annual capacity of 15000 MT, Leebo Metals has a PAN-Asia distribution network — facilitating timely delivery of the products to the clients. Right from the choice of the raw materials, designing the work environment to meet six sigma metrics, to the installation of modern-day & cutting-edge machinery, and a tool room, the company is thoroughly committed to the cause of zero-waste, and to be sustainable in its entire production operations.

The other plant — Omega Rolling Mills Pvt. Ltd. is situated at Boisar- District Palghar in Maharashtra, and



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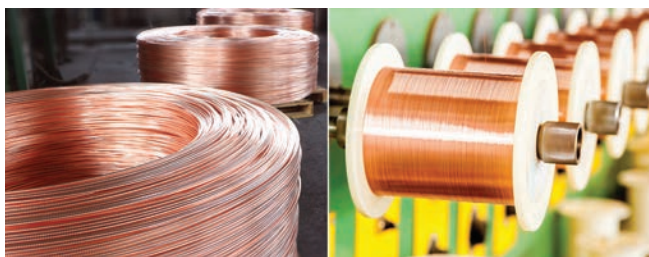
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is just 120 Kms from Mumbai. It is a fully equipped plant admeasuring about 6000 sq.m, with a 6000 MT annual capacity. The plant is equipped with a complete range of sophisticated machinery to undertake end-to-end production from melting, Konform extrusion, cold rolling and drawing, all done under one roof. Further, an in-house machine shop has all the necessary machinery which is extensively used in the research & development activities and also in carrying out production operations of the plant in a seamless way.

WCI: A brief on the product portfolio of Leebo Group and the various markets you serve? What are the plans for the future?

RA: Leebo Group engineers all kinds of industrial applications of copper with the help of its sophisticated machinery and skilled manpower. Our product range includes Cu upcast rods, Cu flats & strips, Cu foils & sheets, Cu wire rod & wires, Cu customized products – sections & profiles, outsource Cu tubes & pipes and Cu conductors & PICC.



While maintaining an exorbitant pace of growth, one of the main goals for the next two years is to install and achieve a target of about 40000 MTPA by 2023. In addition, we plan to increase the customer base to reach more than 1000 active customers, and aspire to be the undisputed leader in quality metal supply.

WCI: What are the different industries you serve with your product range?

RA: Leebo Group is one of the leading manufacturers of copper components in India. Our products find applications in a number of industries — namely, electrical panel board industry, thermal power industry, switchgear industry, wind power industry, bushing manufacturing industry, transformer manufacturing industry, to cite a few.

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WCI: Considering the crisis ensued due to the pandemic, what were the different strategies which have enabled you to face the challenges?

RA: You cannot control the world, but you can control how prepared you are to deal with it, and nothing prepares you better for dealing with the unprecedented challenges than being well-rested. Aware of the challenges ahead, we have restructured our investments, sales and trading businesses, and accelerated our efforts to cut the costs. **WCI**