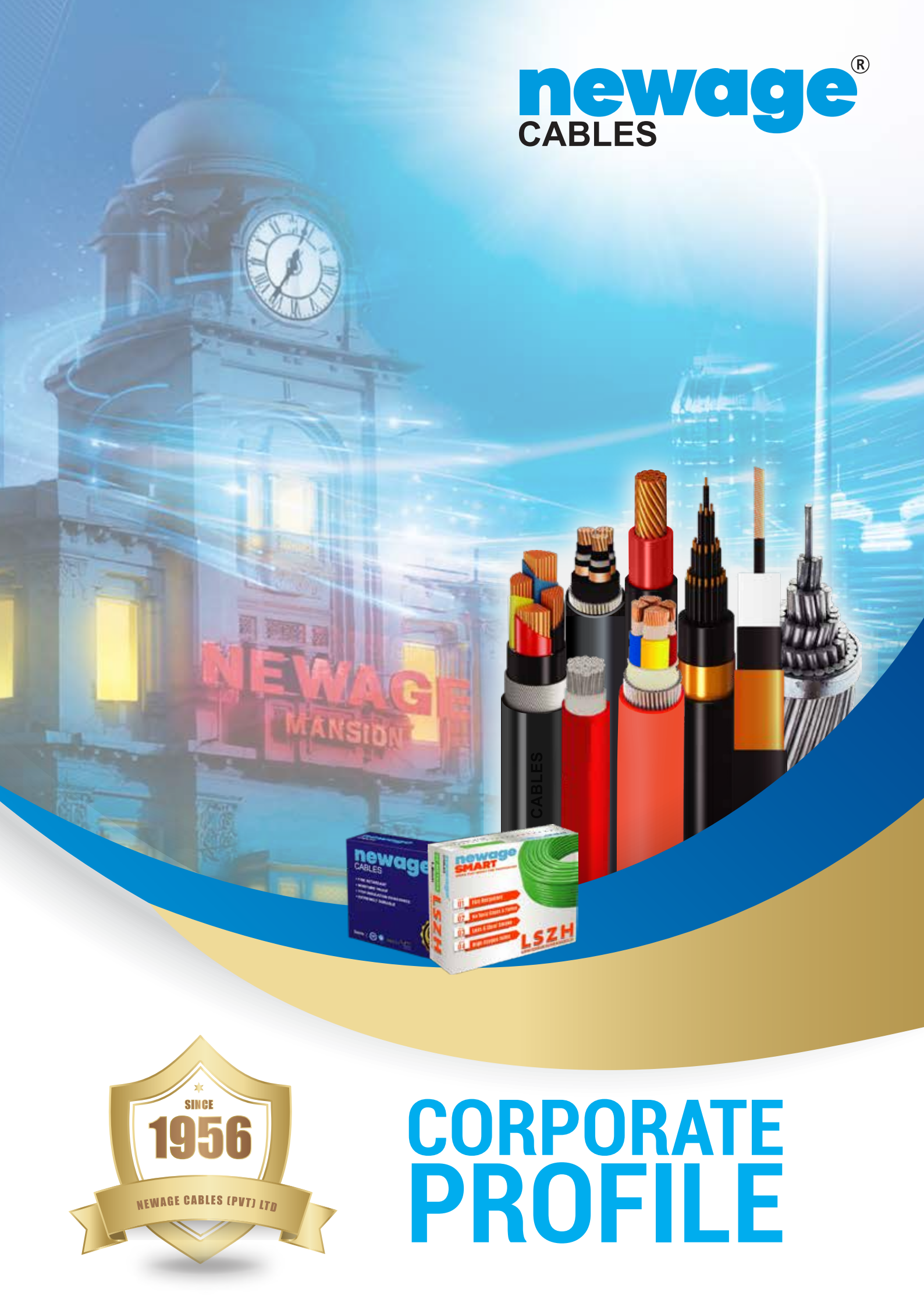


newage[®]
CABLES



NEWAGE
MANSION



**CORPORATE
PROFILE**



Asim Jalil Azam
Chief Executive Officer

Since its inception in 1956, Newage Cables has invested heavily in quality assurance, state-of-the-art facilities and highly skilled and experienced workforce to ensure delivering high quality and reliable products. In addition, we believe we have an obligation towards society.

A stringent quality assurance system ensures delivery of top-quality products, produced using raw materials sourced from leading global suppliers by application of most advanced technology.

I would like to extend my gratitude and thanks to our valuable customers for their patronage and support and to my colleagues and employees at Newage Cables for their dedicated and sincere efforts.

INTRODUCTION

Newage Cables Pvt. Ltd. is a technologically advanced cable manufacturing company. It was established in 1956 with the vision of self-reliance and a commitment to contribute to the country's development by supplying versatile products of the highest quality standard and safety, coupled with prompt services.

Through its policy of continuous expansion and improvement, Newage Cables has emerged as one of the largest cable manufacturers and first in its category to be accredited with ISO 9001 in Pakistan. We have also developed other allied manufacturing facilities like Chemical & Plastics.

Newage Cables is an ultra-modern, fully-integrated cable industry, equipped with the high-tech machinery, highly skilled manpower and well-equipped laboratories. Our range of cable products meet the requirements of a broad spectrum of applications including construction, electric utilities, distribution, industrial, oil & gas and petrochemical sectors.

All products are manufactured to the latest BS & IEC standards; the prevalent cable standard in Pakistan. However, Newage is also capable and experienced in manufacturing products complying with other international standards like DIN, ASTM and VDE etc.

From the development of fire-resistant cables in 2001 to launching state-of-the-art 66 KV CDCC CCV Maillefer line in 2022, with the highest voltage range of cable testing in Pakistan of up to 120KV, Newage Cables proves itself as leader in cable industry and a responsible visionary manufacturer.

Today Newage Cables has successfully exported its products to more than 10 countries and is looking further to capture new markets. Our global clientele is a testimony to our products being well accepted. We remain committed to providing our clients with a rewarding experience with our world class products.

Newage Cables has continuously been expanding its capacity, capability and product range by improving and expanding existing manufacturing facilities and also setting up new modernized manufacturing facilities to keep itself in line with requirements.

To become a distinguished model of reference in its quality and diversity, both locally and regionally, along with maintaining its leadership and originality, exceeding the expectations of our customers.

VISION

SHARING OUR **VISION,** **MISSION AND VALUES**

As the leader in the Pakistan's cable industry, we embrace our responsibility to be both transparent and consistent in the way we work.

MISSION

We continuously strive for excellence in all aspects of our business through the integration of sustainable business development, innovation and outstanding customer service.

CORE VALUES

Customer
Obsessed

High-quality
products

Culture of
Innovation

Social
Responsibility



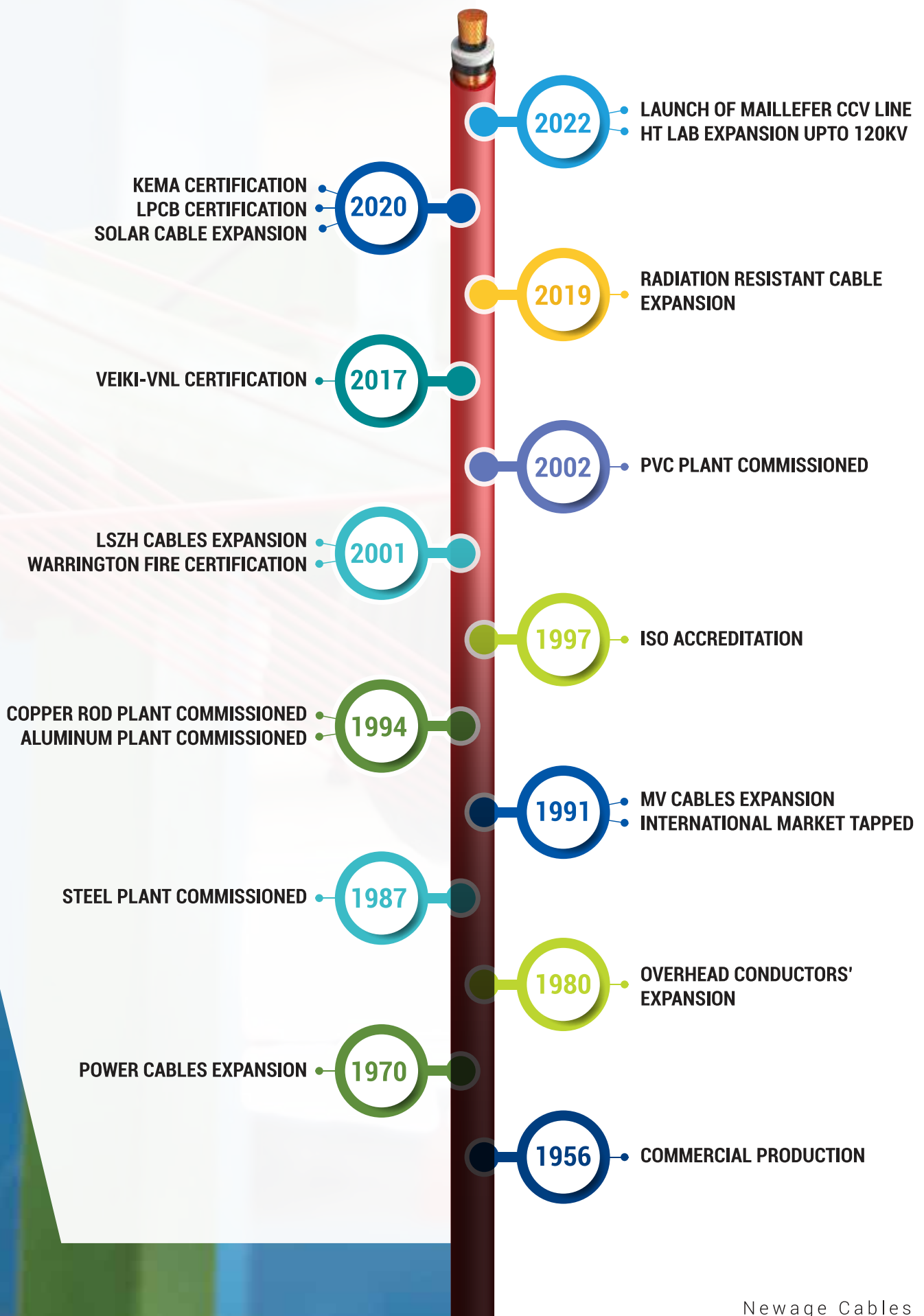
ABOUT US

- Total factory area: 2,834,240 Sq. Ft.
- Total buildup factory area: 460,547 Sq. Ft.
- Operate our own Copper, Aluminium, Steel and PVC plant.
- Production capacity per year of Copper is 5500 M-Ton and Aluminium is 44000 M-Ton.
- State-of-the-art production machinery and testing equipment
- Most modern facility available in the region for MV cable manufacturing with state-of-the-art CCV technology supplied by Maillefer.
- Highest voltage range of cable testing in Pakistan of up to 120KV.
- Export to over 10 countries.
- All products comply with international standards: IEC, BS, UL , ASTM
- Our products are type tested by well known independent laboratories (KEMA, BRE Global, LPCB and Warrington Fire).



MILESTONES

In the journey spanning almost seven decades, Newage Cables has always strived towards excellence and quality in all its activities. The various awards such as "Brand Of The Year 2021" and "Export Brand Of the Year 2021" bear witness to this.





PRODUCT RANGE





House Wiring:

Conductor: Cu.

Insulation: PVC | LSZH



- From 1 to 630mm²
- Rated Voltage: 300/500V, 450/750V
- Reference Standard: BS: 6004, 6360, BS EN: 50525-3-31,41 IEC: 60228, 60332-1

-15°C

Minimum service temperature is -15°C

70°C

Conductor operating temperature 70°C for standard PVC and LSZH

90°C

Conductor operating temperature 90°C for special HR PVC & XL-LSZH on request.



Flame Retardant

160°C

Maximum short-circuit temperature 160° C for PVC & 250°C for XL-LSZH



Low Voltage Cables:

Conductor: Cu. | AL

Insulation: PVC | XLPE | LSZH

Sheath: PVC | LSZH | MDPE

- Available Single Core / Multicore as required.
- Available Armoured / Unarmoured as required.
- Available in flexible Cu conductor also.
- From 1.5 to 1000mm²
- Rated Voltage: 1KV to 3.3KV
- Reference Standard: BS: 6346, IEC: 60502-1, 60228, 60332-1

-15°C

Minimum service temperature is -15°C

70°C

Conductor operating temperature 70°C for standard PVC and LSZH insulation

90°C

Conductor operating temperature 90°C for XLPE insulation

250°C

Maximum short-circuit temperature 160° C for PVC & 250°C for XLPE



Flame Retardant



Indoor/outdoor Installation



Medium Voltage Cables

Conductor: Cu | AL

Insulation: XLPE

Sheath: PVC | LSZH | MDPE

- Available Single Core / Multicore as required.
- Available Armoured / Unarmoured as required.
- From 25 to 1000mm²
- Rated Voltage: 6KV to 33KV
- Reference Standard: IEC: 60502-2, 60228, 60332-1

-15°C

Minimum service temperature is -15°C

90°C

Conductor operating temperature 90°C.

250°C

Maximum short-circuit temperature 250°C.



Flame Retardant



Indoor/outdoor Installation



Fire-Resistant Cables

Conductor: Cu

Fire Protection: Mica Glass Tape

Insulation: XLPE | LSZH

Sheath: LSZH

- Available Single Core / Multicore as required.
- Available Armoured / Unarmoured as required.
- From 1.5 to 630mm²
- Rated Voltage: Up to 1 kV
- Reference Standard: IEC: 60502-1, 60228, 60332-1, 60331, 60754-1/2 & 61034 BS: 6387 Cat. CWZ

70°C

Conductor operating temperature 70°C for standard LSZH insulation.

90°C

Conductor operating temperature 90°C for XLPE insulation.

250°C

Maximum short-circuit temperature 250°C for XLPE insulation.



Flame Retardant



No Toxic Gases.



Control Cables

Conductor: Cu | Flexible Cu.

Insulation: PVC | XLPE | LSZH

Screen: CTS | Braiding

Sheath: PVC | LSZH

- Available up to 61 cores.
- Available Armoured / Unarmoured as required.
- Rated Voltage: Up to 1 kV
- Reference Standard: IEC: 60502-1, 60228, 60332-1

-15°C

Minimum service temperature is -15°C

70°C

Conductor operating temperature 70°C for standard PVC and LSZH insulation

90°C

Conductor operating temperature 90°C for XLPE insulation

250°C

Maximum short-circuit temperature 160° C for PVC, LSZH & 250°C for XLPE



Flame Retardant



Indoor Installation



Air Field Lighting Cables

With multiple aircraft take-offs and landings every minute, lighting systems play a vital part in ensuring the safety of pilots, crew and passengers. Airfield lighting cables are specifically designed for airport and airfields, illuminating runways during takeoff and landing.

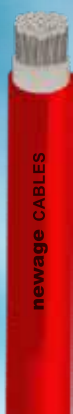
Newage Cables manufactures primary and secondary Airfield Ground Lighting (AGL) Cables with high quality and efficiency in accordance with FAA L-824 & IEC: 60502-2.



Overhead Conductors

Newage Cables has the capability to produce a complete range of overhead line conductors in Aluminium and Copper, used in overhead transmission and distribution network applications. The standard range includes sizes up to 600mm² as per BS, IEC, DIN, ASTM, or any other international standard and customer's specifications for all voltage applications. We can also provide conductors with XLPE or PVC covering. The standard types of conductors in our present manufacturing range are the following:

- All Aluminium Conductors (AAC)
- Aluminium Conductor Steel Reinforced (ACSR)
- Hard Drawn Bare Copper conductor (HDBC)
- Soft Drawn Bare Copper Conductor (SDBC)
- All Aluminium Conductor with XLPE insulation (AAC + XLPE)
- All Aluminium conductors with PVE insulation (AAC + PVC)
- Aerial bundle cables (ABC)



Solar Cables

(SOLARFLEX X-PVI-F)

Conductor: Tinned Flexible Cu.

Insulation: XLPO

Sheath: XLPO

- Rated Voltage: Normal 1500V
Maximum 1800V
- Reference Standard: BS EN: 50618, IEC: 60228, 60332-1, 60754-1/2 & 61034

90°C

Normal operating temperature 90°C.

120°C

Maximum operating temperature 120°C for 20,000 h

250°C

Maximum short-circuit temperature 250°C for 5 Sec.

25^{YEAR}

Expected life > 25 years



Flame Retardant



Indoor/outdoor Installation



No Toxic Gases



UV and Horizon resistant (Weather resistant)





newage[®] SMART

WIRES THAT RESIST FIRE PROPAGATION

LOW SMOKE ZERO HALOGEN CABLES

Newage cables is the pioneer in manufacturing LSZH cables with the following properties:

- Superior flame retardancy.
- Light & clear smoke is created during combustion.
- Greatly increases visibility in the event of a fire.
- Slow to ignite, burns slowly & gives off reduced smoke & fumes.
- Does not produce corrosive halogen acid gases which destroy sensitive electronic equipment.
- Helps people escape from a fire; helps them to see & breathe for longer. Wins time for people to escape & for emergency services to help.
- When tested to BS 6425 & IEC 60754 Part 1 & 2 the acidic gas evolved during combustion is less than 0.5% by weight of material.
- When tested in accordance with BS 2863, ASTM-D2863, the oxygen index of both bedding & sheath is up to 45% which is a far better rating as mentioned in standard.
- When tested in accordance with BS 6387 CAT. CWZ, cables are subjected to fire at 950° C for 3 hours, the cable maintains circuit integrity and satisfies performance requirement.
(Fire Resistant Cables)





KEMA



Exova



1st & Only
Certificate of
Product
Approval in
Pakistan



The background of the slide is a photograph of an industrial control panel. At the top, there is a color monitor displaying a graphical interface with various colored indicators and data. Below the monitor, the panel is equipped with several rows of controls. On the left, there are three large black rotary knobs, each with a green indicator light below it. To the right of these are more controls, including smaller indicator lights (some green, some red, some white) and several black push buttons. A prominent red emergency stop button is located on the right side of the panel. The entire panel is housed in a light-colored metal enclosure.

QUALITY POLICY

Newage Cables is committed to design, manufacture, and market all cables and conductor in full compliance with international standards and specifications to the complete satisfaction of its customers. This commitment is consistently achieved through the implementation of its quality management system which covers the following:

- Create a suitable environment for optimum employee contribution and enhanced customer satisfaction.
- Constant research and development.
- Maintain environmentally friendly and sustainable manufacturing practices.
- Effectively maintain and continually improve the established quality management system.
- Each employee is required to adhere to safety standards and maintain a safe working environment.
- Adopting best practices within the industry to achieve total quality and control.



QUALITY ASSURANCE TECHNOLOGY

Newage Cables has identified and developed a systematic procedure for inspection, monitoring and testing. This procedure ensures conformity of product to specified requirements from receipt of raw material to dispatch to the customer.

It includes:

- Raw material receiving, inspection and verification as per material specification.
- In-process (routine) testing to ensure that the product meets the specified requirements at all stages of production.
- Final testing and inspection to further ensure the conformity of the product to its specifications.
- Shipment of product to storer and inspected before dispatched to customers.
- Customer feedback to guarantee customer satisfaction.

As pioneers in the cable industry, we stay up-to-date of the latest cable technology and invest heavily in acquiring testing and production equipment which allows us to assemble quality products. Quality has always been our top priority at Newage Cables.

TESTING FACILITY UP TO 120KV

- Newage Cables has made a major investment in the testing facilities of its MV cables facility.
- We have equipped ourselves with the latest and most advanced cable testing facility available in the world.
- Highest voltage range of cable testing in Pakistan up to 120KV.
- All testing equipment such as AC/PD Resonance Voltage withstand System, Partial Discharge Detector, Hight Voltage Tester are supplied by DIELEC High voltage test equipment.
- Newage Cables quality management system is accredited to ISO 9001.
- The design validation for our MV cables range has been done at recognised international laboratories.
- With the above star of the art testing facility, we can conduct all routine tests, type tests and sample tests mentioned in IEC/BSS and other international specifications, in-house.
- 100% of the cables manufactured are routine tested prior to dispatch. However, if the customers desire to witness these tests or other type / sample test, they can nominate their representatives or appoint a third party to witness the same at Newage Cables factory.



The modern face of european technology



MAILLEFER

A Davis-Standard Company

Launching

First **TIME IN PAKISTAN**

**World's top 66 KV CDCC CCV
Maillefer Line**

- Triple extrusion head to ensure superior quality of extrusion and uniform bonding.
- In line X-ray machine for checking proper concentricity, thickness, ovality and overall diameter of all three layers of insulation.
- CDCC - completely dry curing & cooling in an inert atmosphere of nitrogen.
- Fully computerized auto-cure control system which controls all driving parameters to achieve best curing of extruded materials.
- Fully automatic compound handling system that ensures a contamination free line, which is absolutely essential in order to achieve a superior quality product.



Certifications



Newage Cables follows continuous and strict quality procedures throughout the production process. We have achieved third party quality management certification which are:

- Quality Management System (ISO 9001:2015)
- Environmental Management System (ISO 14001:2015)
- Occupational Health and Safety. (ISO 45001:2018)





INTERNATIONAL CERTIFICATIONS

Newage Cable's products are tested in various independent certifying labs to guarantee that the product quality aligns with the leading international standards. Our products have been approved by the following national and international testing laboratories over the years.

- KEMA LABS
- Loss Prevention Certification Board (LPCB)
- BSI Product Services, UK
- Warrington Fire Research Centre Ltd, London
- PCSIR Laboratory Lahore, Pakistan
- HV & SC, Lab, Rawat, Pakistan
- RTL, Faisalabad, Pakistan
- BRE Global Limited, UK
- Exova, Warringtonfire, UK
- UET, Lahore, Pakistan
- VEIKI-VNL Electric Large Laboratories Ltd.
- Budapest Hungary





LOCAL CLIENTS

GOVERNMENT SECTOR (PAKISTAN)



Water Sewerage
Authority (WASA)



Sui Northern Gas Pipelines,
Limited (SNGPL)



Pakistan Ordnance Factory



Pakistan Atomic Energy
Commission (PAEC)



GHQ Mechanical Electrical
Services



Civil Aviation Authority



Water & Power Development
Authority (WAPDA)



Lahore Development
Authority

PRIVATE SECTOR (PAKISTAN)



Power Plants



Chemical & Cement Plants



Sugar & Textile Units



Commercial Plazas &
Housing Schemes



Telecom Sector



CNG & Petrol Pumps

MAJOR CLIENTS (PAKISTAN)



China State Construction &
Engineering



Shaikat Khanum
Hospital Peshawar



Descon Engineering Ltd.



OGDCL



Nisht Group of Companies



BHP Petroleum



Northern Engineering
Corporation



Power Construction
Corporation of China



Defence Housing Authority



Frontier Works Organization



Izhar Construction (Pvt.)
Limited



MEP Solutions (Pvt.) Limited

INTERNATIONAL CLIENTS



Al Ahleia Electric Company, Kuwait



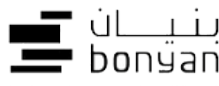
ABB Utilities GMBH Mannheim,
Germany, Afghanistan



Floatdene Power Products
Limited, Afghanistan



Lal Zada Yaqoobi Construction Co.,
Afghanistan



Bonyan Beton Construction Co.,
Afghanistan



Equinox Engineering & Construction,
Afghanistan



Afghan Rehabilitation Architecture
Organizaed Co., Afghanistan



Sumitomo Denetsu Co. Ltd, Japan,
Angola



Howard Group (Negin Heart Industrial
& Electric, Afghanistan



الكابلات السعودية
Saudi Cable

Saudi Cable Company, Saudia Arabia



Redco Textiles Limited
REDCO International Trading &
Construction WLL. Qatar



Netracon Technologies.,
Afghanistan



Shirkat Khadamat Baraq Rasani Gharb
Electrician, Afghanistan



Siemens Pakistan Engg. Co.,
Afghanistan



Stone Roof Construction Co.,
Afghanistan



Venco Imtiaz Construction Company,
Afghanistan



Technologists Inc., Afghanistan



Mangla Dam Raising, Pakistan



DHA, Multan, Pakistan



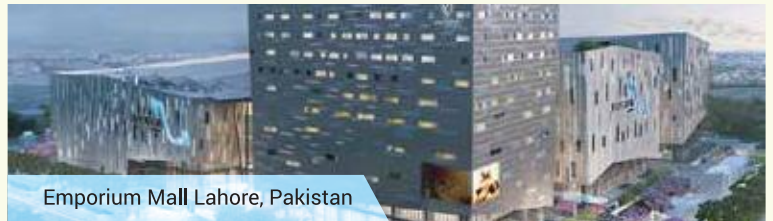
Citi Housings, Pakistan



Bin Qasim Power Station III,
Karachi, Pakistan



GWC AL Wukair Logistic Park, Qatar



Emporium Mall Lahore, Pakistan

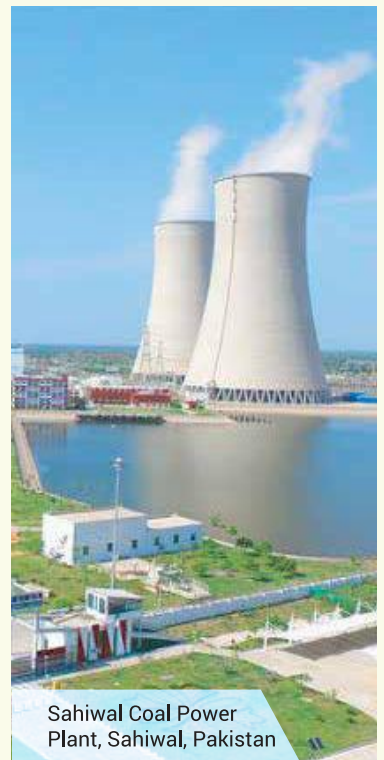
PROJECT GALLERY



DAM Afghanistan



Qatar Rail, Metro, Doha, Qatar



Sahiwal Coal Power
Plant, Sahiwal, Pakistan



Supreme Court Azad Kashmir, Pakistan



Bus Rapid Transit, Peshawar, Pakistan



Quaid e Azam Solar Park,
Bahawalpr, Pakistan



Nishat Hyundai Plant,
Faisalabad, Pakistan



Fazaia Housing, Lahore, Pakistan



Shaukat Khanum Hospital
Peshawar, Pakistan



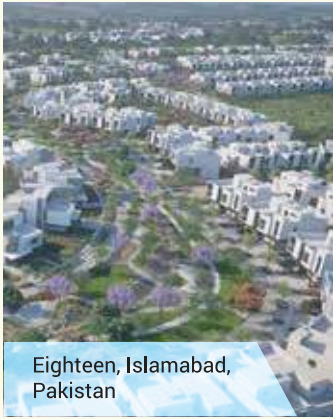
Swat Motorway Tunnel, Swat, Pakistan



Arfa Karim Technology Park, Pakistan



OGDCL KPD Project
Tando Ala Yar, Pakistan



Eighteen, Islamabad, Pakistan



Packages Mall, Lahore, Pakistan



New Islamabad International, Airport, Pakistan



Floresta Gardens Towers, Qatar



World Bank Building, Afghanistan



USA Embassy, Kabul, Afghanistan



Al-Noor Orchard, Lahore, Pakistan



Tricon Corporate Centre, Lahore, Pakistan



Neelum Jhelum Transmission Line, Pakistan



USA Air Base, Kabul, Afghanistan

Corporate Offices:

Karachi Office:

- 📍 Suite No 605-A, 6th Floor, The Forum Khyaban-e-Jami, Clifton, Karachi.
- ☎ Ph: (92-21) 3583 7577, 3587 9121

Islamabad Office:

- 📍 Office No. 04, Plot No 51, I & T Center, G-8/1, Islamabad.
- ☎ Ph: (92-51) 225 6846

Faisalabad Office:

- 📍 P-22, Chanab Market, Susan Road, Near Soneri Bank, Faisalabad.
- ☎ Ph: (92-41) 850 3238

Multan Office:

- 📍 Office No. 9/10, B-Block Commercial Area Model Town, Multan.

Peshawar Office:

- 📍 A-7, Second Floor, New Dil Jan Arcade, Achini Chowk Ring Road, Peshawar.

PLANT:

- 📍 18-KM, Lahore Sheikhpura Road, Lahore.
- ☎ Ph: (92-42) 3716 8941-44



newage®
CABLES

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