



Viraj Profiles commences its Fully Automatic Section Rolling Mill in India

Viraj Profiles Ltd., one of the Largest Producers of Stainless Steel Engineering Products globally, recently inaugurated its new state-of-the-art Section Rolling Mill (SRM) plant in Tarapur, Maharashtra, India.

Mr. Neeraj Raja Kochhar, Chairman and Managing Director of Viraj Profiles, inaugurated the Plant in the presence of other senior management members.

Equipped with completely automated process, the Plant is first of its kind in the country on an industrial scale. The Plant is quite unique in terms of Online Pickling facilities, Automatic Labeling inter-alia Packaging line. This new facility would be able to manufacture more than 700 different shapes and designs of Angle, Flats and other profiles. With the new Plant in place, the company which has created a niche for its products globally, hopes to deliver world class quality products at assured delivery

time and thus, increasing its efficiencies in catering to the significant global as well as local requirements.

CMD Mr. Neeraj R Kochhar shared, "We are very pleased commencing this long planned project and with this new Plant, Viraj is going to enter into a new dimension of its history. Commissioning of this new Plant is a bright example of Group's commitment to its strategy of modernization of the facilities and increasing the production volumes. Technological up-gradation is the need of the hour today and the market has become so competitive that we wanted to offer products to our customers faster and quicker without compromising on the quality. The annual capacity of this Plant will be upto 180,000 MT per annum."

Mrs. Renu Kochhar, Managing Director, Viraj Profiles who played a very important role in the conceptualization



and execution of the whole project added, “This new facility has proven to be like a leap into the future for our customers as my personal endeavor is to serve the customers better and better. The use of fully automated processes will not only help increasing our production capacity but it will also ensure the accuracy in the measurement and dimensions of each product coming out of the Plant. We aim for continuous development and growth in the business of manufacturing Stainless Steel Engineering products. Consequently, this investment aligns very well with our customers’ strategy. The new facility will allow us to strengthen our business both Locally as well as Globally.”

The project is spread across around 10 Hectares of land. In the setting up of this Plant, the company has collaborated with several partners inter-alia Siemens, SteulerAnlagenbau GmbH & Co. KG, ABP, FEHR, INOXIHP and Tenova Hyperthem Pvt. Ltd. Engineering support for the project has been provided by ESPIC Consulting Pvt. Ltd. The plant boasts of some of the best machineries in the world in Stainless Steel industry.

The trial runs were commenced in September, 2013 and the company is looking forward to its formal commencement in March, 2014. The Plant is expected to contribute towards flexibility and standardization in manufacturing. Ravi Kamra, Executive Director, Viraj Profiles who was also the Technical Director for this project shared, “This project has always been very close to my

heart personally including the organization at large. The journey of setting up this Plant has been a great learning experience for us as well as for our partners. Since this was the first time that an automation process of this magnitude was being carried out in the ‘Stainless Steel Long Products’ sector, so we had to consider a lot of factors. Our project partners have been very supportive throughout in handling all the hurdles which we came across during the execution.”

The new project has been implemented within the scope of Viraj’s strategic investment program targeted at production facilities modernization; improved products quality, rise in production volumes and increased output of high added value products. The Plant complies with the high environmental standards of modern Stainless Steel manufacturing and has Level-2 Automation processes. This new facility has several locational advantages as well. The nearest railway track is merely 8 KMs from the production site and the nearest Port is around 170 KMs only. Inland Container Depot (ICD), started by Viraj Profiles at Tarapur will ensure smooth logistical support to its clients. The combination of the specific design and fully automated process coupled with smooth logistics arrangement allows for a reliable and consistent production and supply of high quality products at optimum operational economy. The new facility will help Viraj to serve current and future markets in a more efficient manner. ■