



# Viraj Profiles participates in ADIPEC 2014 & Wire and Cable India 2014



Viraj Profiles Ltd., one of the largest manufacturers and exporters of stainless steel long products in India and one of the most reliable partners for supplying flanges in oil and gas sector, has recently participated in ADIPEC 2014 held at Abu Dhabi from 10<sup>th</sup> to 13<sup>th</sup> November and in Wire and Cable India Exhibition held at Mumbai in the last week of October.

Both the exhibitions are quite popular in their own way amongst the exhibitors. On one hand, ADIPEC enjoys its own share of fame in the oil and gas sector globally and on the other hand, WCI is quite popular amongst wire and cable manufacturers. ADIPEC exhibition has a rich history and is one of the largest oil and gas shows in the world. The mammoth size of the event itself reflects the growth of the event over years which celebrated its 30<sup>th</sup> edition this year. The event witnessed around 1800 plus exhibitors and was well attended by oil and gas company professionals, engineers, project contractors, manufacturers, etc. Wire and Cable India, which is organised by Messe every two years, also witnessed participation from lot of domestic and international players.

According to Neeraj Kochhar, Chairman & Managing Director, Viraj Profiles Ltd., “We were participating in both the events after a gap of 3-4 years and we received wonderful response from the customers and partners from different corners of the world. Viraj manufactures Stainless steel engineering products like wires, wire rods, fasteners, flanges, profiles, bars, but our flanges, fasteners and bars are very popular in Middle East market and are

widely used by many oil and gas companies in Middle East. We have more than 90 certifications and approvals like ADNOC, Saudi Aramco, NORSOK, KOC, KARO, etc., which help us in pitching our products to different upcoming projects in the oil and gas sector.”

The exhibition, which is now a flagship brand for oil and gas sector, will be held every year from this year onwards. The company is quite enthusiastic about participating in the exhibition again in the year 2015.

N. Kochhar added, “ADIPEC provides such a unique platform and with such vast reach across international



Neeraj Kochhar, Chairman & Managing Director, Viraj Profiles Ltd.

audience that you simply cannot keep yourself away from this event. On the other hand, Wire and Cable India helped us in getting closer to our domestic market which we have started focusing upon of late.”

Talking about the business potential in Middle East market, Renu Kochhar, Managing Director, Viraj Profiles Ltd., who also heads the Sales Division of the company shared, “ADIPEC offers a perfect opportunity to conduct business and network with industry peers, share knowledge, transfer ideas and understand new developments in the industry and it also helps in gauging the changes in the dynamics of customer requirements. It serves as a great window for international companies to meet local customers to explore business opportunities in the region. Today, UAE is synonym with one of the world’s most forward-thinking energy suppliers and ADIPEC serves as a magnet for all the companies dealing with oil, gas, energy and construction sectors.” The company has received a large no. of enquiries for its flagship product i.e. flanges and also for other products like bright bars and profiles. We also received lot of enquiries from regions as far as Jeddah, Oman, Riyadh and Sharjah etc., which was quite encouraging for the team. In Mumbai, the company attracted lot of new customers for its world-class quality products and finishes and also won some very



Renu Kochhar, Managing Director, Viraj Profiles Ltd.

important contracts. Overall, the exhibitions proved to be very successful for the company and the officials are quite positive about getting these enquiries converted into deals. And icing on the cake was Neeraj Kochhar being awarded by ISSDA during its 25<sup>th</sup> anniversary celebration for his outstanding contribution to stainless steel industry.

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