

WIRE & CABLE INDIA



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Cable Industry Meet:
Consolidating Efforts, Synergizing Approaches...12

Oil Spill:
Olefins Take
the Blow...34



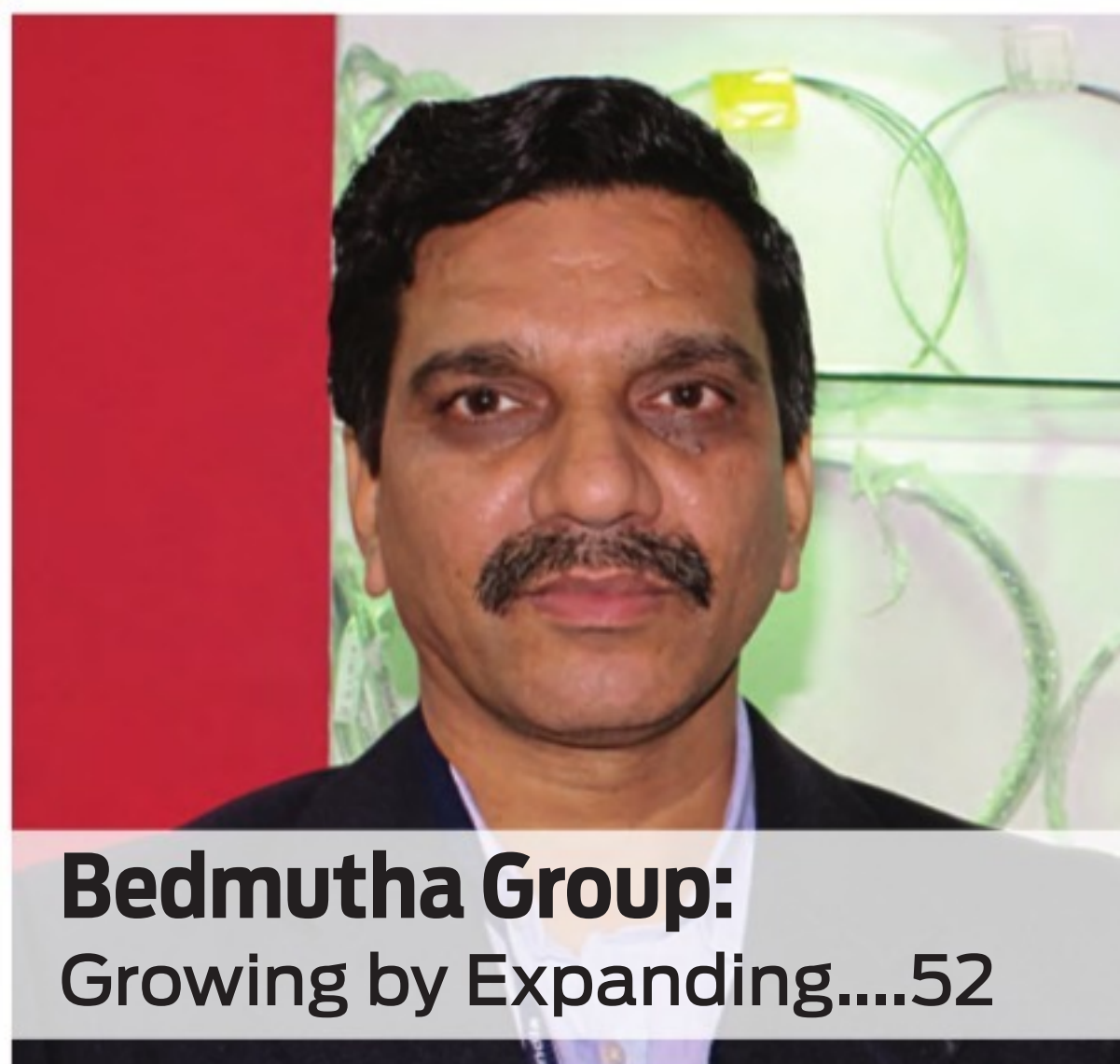
Nevatia Steel:
Soaring Globally...49

GMP Reels:
The Indian
Expedition...55



**Spawning New Business
Opportunities...18**

Wire China 2014:
Making an
Impact...64



Bedmutha Group:
Growing by Expanding...52

Paramount Die:
Serving Globally...57

Viraj Profiles:
Eying Huge Potential
Rise in Stainless
Steel Products...26



**Ducab Aluminium Starts Construction of
New Facility in Kizad...66**

Viraj Profiles: Eying Huge Potential Rise in Stainless Steel Products



Mr Neeraj Kochhar, CMD,
Viraj Profiles Ltd.



Mrs. Renu Kochhar, Managing Director,
Viraj Profiles Ltd.

Viraj is one of the largest manufacturers and exporters of stainless steel long products in India. With turnover of USD 1.5 Billion, the company is exporting its stainless steel products (wire rods, wires, flanges, fasteners, bright bars and profiles) to more than 1300 customers based across 90 countries spread over 6 continents. With melting capacity of 528,000 tonnes per annum, the company produces more than 50,000 SKUs in various grades like austenitic, ferritic, martensitic, duplex and electrode in various shapes and sizes.

The core competency of Viraj lies in their integrated manufacturing facility which enables it to meet customer specific requirements. Befitting of the company's global focus, Viraj Profiles' production volumes are impressive indeed, with the bright bars plant producing 180,000 tonnes per annum, and the wires division manufacturing 50,000 tonnes per annum. Approximately 18,000 tonnes flanges

are manufactured per annum, complemented by 60,000 tonnes per annum of fasteners and 78,000 tonnes per annum of stainless steel profiles. Viraj also produces 300,000 tonnes per year of stainless steel wire rods. Viraj's stainless steel products see application in boilers, pressure vessels, shipbuilding, oil pipelines, petrochemical facilities, construction projects and surgical instruments – among many other means of utilisation.

Viraj also functions as one of the world's largest stainless steel flange manufacturers, which has led to the company's trusted reputation as a leading provider of flanges for marine applications. Each of these product ranges enjoys substantial acclaim worldwide, produced at a site with five induction furnaces within its melting workshop, as well as a high degree of automation throughout. It is a strong combination of traits and strategies that has led to the prominent position that Viraj enjoys internationally today.

Viraj Profiles Ltd. recently participated in Wire and Cable India Exhibition held in Mumbai in October 2014. WCI is quite popular amongst wire and cable manufacturers and attracts lot of crowd from domestic as well as international market. According to **Mr Neeraj Kochhar, CMD, Viraj Profiles Ltd.**, "We were participating in the event after a gap of 3-4 years and we received wonderful response from the customers and partners from across the country and also from visitors from other countries. Viraj manufactures stainless steel engineering products like wires, wire rods, fasteners, flanges, profiles, bars and our products generated very good response and we did get lot of enquiries from new clients and customers."