

BUSINESS INDUSTRY ENTERTAINMENT TRAVEL STRATEGY INITIATIVE

# ENDEAVOUR

# MAGAZINE

**AUGUST 2018**

[www.endeavourmagazine.com](http://www.endeavourmagazine.com)



*One Vision, Many Worlds*

## VIRAJ PROFILES

INSPIRED BY YOUR SUCCESS







# ENDEAVOUR

## MAGAZINE

[www.littlegatepublishing.com](http://www.littlegatepublishing.com)

*presents*

### **VIRAJ PROFILES**

## **ONE VISION, MANY WORLDS**

Based in India, Viraj Profiles Ltd. is ranked second in the world in stainless steel long products, and is one of the highest exporters in India. Now, as industry booms in India, they are looking at expanding their domestic market, at the same time as continuing their growth overseas. We spoke with Mrs Pooja Mehra, Executive Director of Viraj Profiles, and Mrs Renu Kochhar, the company's Managing Director, to find out why their product is one to look out for.

**WRITTEN BY ALICE INSTONE-BREWER**



■ **VIRAJ PROFILES WAS FOUNDED IN 1990** with a small team of 150. A year later, they opened their first melting shop; two decades later, its team is 9000 strong, supporting a flourishing stainless steel export business that sells to 90 countries around the globe.

**M**rs Mehra, Executive Director at Viraj, told us a little of their history: "In 1995, we started manufacturing stainless steel. In the same year we commissioned our flanges division and bright bar division and started exporting bright bars. Amongst our products were what is known as "profiles". Profiles are complex structural steel, which are designed in various shapes such as I-beams, equal and un-equal angles, flat, tapered channels and non-tapered channels. 99% of the total profiles products that we manufactured were being exported. As demand grew, in 2000, we established our Profiles division that would predominantly cater to overseas clients."

Profiles are used because of their durability, strength, non-corrosive properties, longevity, strength and stainless property. It was through these that Viraj Profiles first found their success: today, the company has a diverse range of products, including stainless steel wire, wire rods, fasteners, flanges, and, of course, bright bars and profiles in various sizes and grades.

From its foundation onwards, Viraj has focused primarily on the export market, with around 90% of their products exported to more than 90 countries. However, according to recent reports, it seems that the consumption of stainless steel in India has impressively grown almost ten times in last 20 years! In particular, India's economy has grown significantly in recent years, and with this growth has come a greater demand on the domestic market:

"Domestic consumption of stainless steel has grown manifold over the past couple of years. Important growth sectors in India include infrastructural and architectural applications such as the modernization of airports, metro railways, modernized bus shelters, stainless steel wall cladding, household applications,

transportations etc." With this demand rising, Viraj are taking a second look at their domestic operations with the plan to expand – especially as this new demand shows no sign of dropping off any time soon. "What is very encouraging is the fact that government institutions have realised the long-term benefits of using stainless steel." Stainless steel has faced difficulties in India due to a reluctance to pay the high initial cost for the material, but with the government's acknowledgement of its long-term benefits, the material is now being used in bus shelters, railways and building construction. Most excitingly, the recent announcement that the country intends to build 20 smart cities will greatly boost the need for the materials' production.

Protectionist measures from the Indian government have also recently imposed countervailing duty (CVD) on certain stainless steel products from China, which has also helped to boost the local market. On top of this, India is now globally ranked the second-highest producer of stainless steel after China. "The potential growth of stainless steel in India is huge," predicts Mehra, "Considering that per capita consumption at 1.9 kg is much lower than the global average of 4.85 kg".

Despite growing demand, many factors still pose challenges to India's domestic steel industry. For example, the price of nickel remains highly volatile. However, thanks to the country's recent diversification into more complex projects and sectors, it is predicted by the Harvard University's Center for International Development that India will be the fastest growing economy in the coming decade, with an annual GDP growth rate of 7.9%.

On a broader scale, global demand for stainless steel is on the rise both because of ambitious industrial projects, and also a rising





# VIRAJ PROFILES

focus on environmental issues. As a 100% recyclable material that is long lasting, stainless steel not only allows companies to uphold their commitments to greener practises, but is also cost effective in the long-term. As Viraj told us, “Even developing countries are becoming aware of this fact and have started adopting this wonder material in big way.”

Ready to meet this growing need, Viraj have developed a reputation for the high quality of their products. “We do not mind taking an extra step in order to provide an unmatched quality product.

“All our manufacturing facilities have a well-equipped quality team for doing various checks on the products before they are shipped to the customers. It is with this ethos that we have obtained more than 90 product certifications and approvals from different national and international bodies. All our products undergo several stages of quality checks before getting delivered to the clients or partners.”

This reputation for quality products is one of the key elements that Viraj feels makes up the “DNA” of its work culture. Other key areas include technological upgrades and automation, logistics management, an international presence through sales offices, and participation in leading trade shows.

First of all, the company’s manufacturing facilities utilise a high level of automation, with this technology regularly upgraded to make sure that the standard of their production and their time and power efficiency are all up to date. A Material Tracking System in all of their plants also eases the process of tracking the status of order delivery on a real time basis, and the upgrades they are making to their SAP system (SAP S4 HANA) will give them flexibility and reduce the time of several internal operations.

Logistics management – In order to smoothen the process of delivering the goods on time, Viraj has recently set up its own Container Freight Station (CFS) and Inland Container Depot. CFS spread over around 10 acres of land and with handling capacity of 5000 TEUs per month is strategically located very close to the JNPT port. Having in-house logistics facility enables the company to deliver the products at assured delivery time to its client base which is spread across the globe.

International presence through sales offices – In order to further bolster our effort of gaining more of international market, Viraj has set up sales offices in different countries and have also appointed its representatives in several regions. Having our own team there helps in resolving the concern of the clients and in addressing the concerns in timely and in an efficient manner.



Mrs Pooja Mehra, Executive Director



Mrs Renu Kochhar



Participation in leading trade shows – Viraj has been actively participating in all the leading trade shows and exhibitions which are held overseas. These exhibitions serve as a perfect platform to not meet up with your existing clients rather also provide an opportunity to meet up new prospects and understand their requirements.

All of these areas are seeing Viraj grow not only locally, but are the reasons for their success on the global market. As well as expanding in India, their eyes are always on global regions where they could take their products further. For example, the Middle East is a current area of focus that holds great potential for the company. Mrs Renu Kochhar, Managing Director, Viraj Profiles Ltd, told us more: "On the international front, the Middle East market holds much potential for us, due to the inherent applications for our products in the oil & gas industry. Similarly, the construction industry is extremely active in that region. Dubai and Abu Dhabi are highly promising considering the fast rate of architectural and construction activities happening in that region. Together with tremendously large-scale oil & gas projects that are being realised in the area, we feel confident that we are fully equipped for offering a product portfolio as per the requirements of Middle Eastern customers."



### Provider of Top Quality Products and Excellent Services

We can help you with your fastener needs. **GoldPlus Technology** is a ISO 9001 TUV certified for fastener related tooling, equipment and product company. We deliver superb products and services to companies around the world, including Viraj Profiles Ltd.

Visit us at

**[www.goldplusmachinery.com](http://www.goldplusmachinery.com)**

and send your inquiries to

**[sales@goldplusmachinery.com](mailto:sales@goldplusmachinery.com)**



Provider of top quality products and excellent services.

Tooling Machinery Fasteners ISO 9001 : 2015 TÜV SÜD

[www.goldplusmachinery.com](http://www.goldplusmachinery.com)

[sales@goldplusmachinery.com](mailto:sales@goldplusmachinery.com)



With this sort of growth on the horizon, it is essential for Viraj to be confident in their staff. The company currently employs around 9000 people, with a variety of skills and ethnic backgrounds, to produce a strong and vibrant team who are able to combine their talents for the tasks ahead. "Passion, ownership and transparency are the backbone of our work culture," the company states. Continuous on-the-job training and mentoring is an essential element of keeping this work culture alive, and in empowering staff to grow their careers within the company. "We believe in empowering every individual, no matter at what level, which is why we value innovation, integrity and initiative. We therefore hold regular workshops and training sessions to ensure our employees are equipped to add value to their own careers, as well as to the progress of the organization as a whole."

As well as looking out for their many staff, Viraj are also conscious to look out for the country around them. They have invested money in CSR initiatives across an array of causes, both social, economic and environmental. Perhaps their proudest achievement is the founding of Viraj Shri Ram Centennial School - a project that had been a personal dream for Mrs. Kochhar. As well as serving as Viraj's MD, Kochhar heads the company's CSR wing, and she was keen to provide world-class education in Boisar.

This came true in the Viraj Shri Ram Centennial School; the school was awarded 'One of The Top Emerging Schools' in Mumbai from the Times of India newspaper for the year 2015 and 2016, and in its short four-year life it has already carved out a niche for itself.

As well as running CSR initiatives such as this, the company is also dedicated to its responsibility to operate in as eco-friendly a way as possible. As Mrs Mehra told us; "We recognize that use of recycled scrap of supports waste management, conserves natural resources and reduces energy usage. Without compromising on quality, we use waste exchange extensively where the waste product of one process becomes the raw material for another process. The main area where we contribute with recycled material is in our melt shop, wherein we import industrial and domestic recycled scrap from various countries in order to produce quality stainless steel material."

Green in its production and green in its end result, stainless steel is undoubtedly an essential resource, and the way forwards for the an industrially exploding India. If Viraj can achieve even a fraction of their overseas success in their domestic market, the future will be an exciting time for the stainless steel company. Seizing the opportunity ahead of them, only time will tell how far this expansion could go in the years ahead. ■





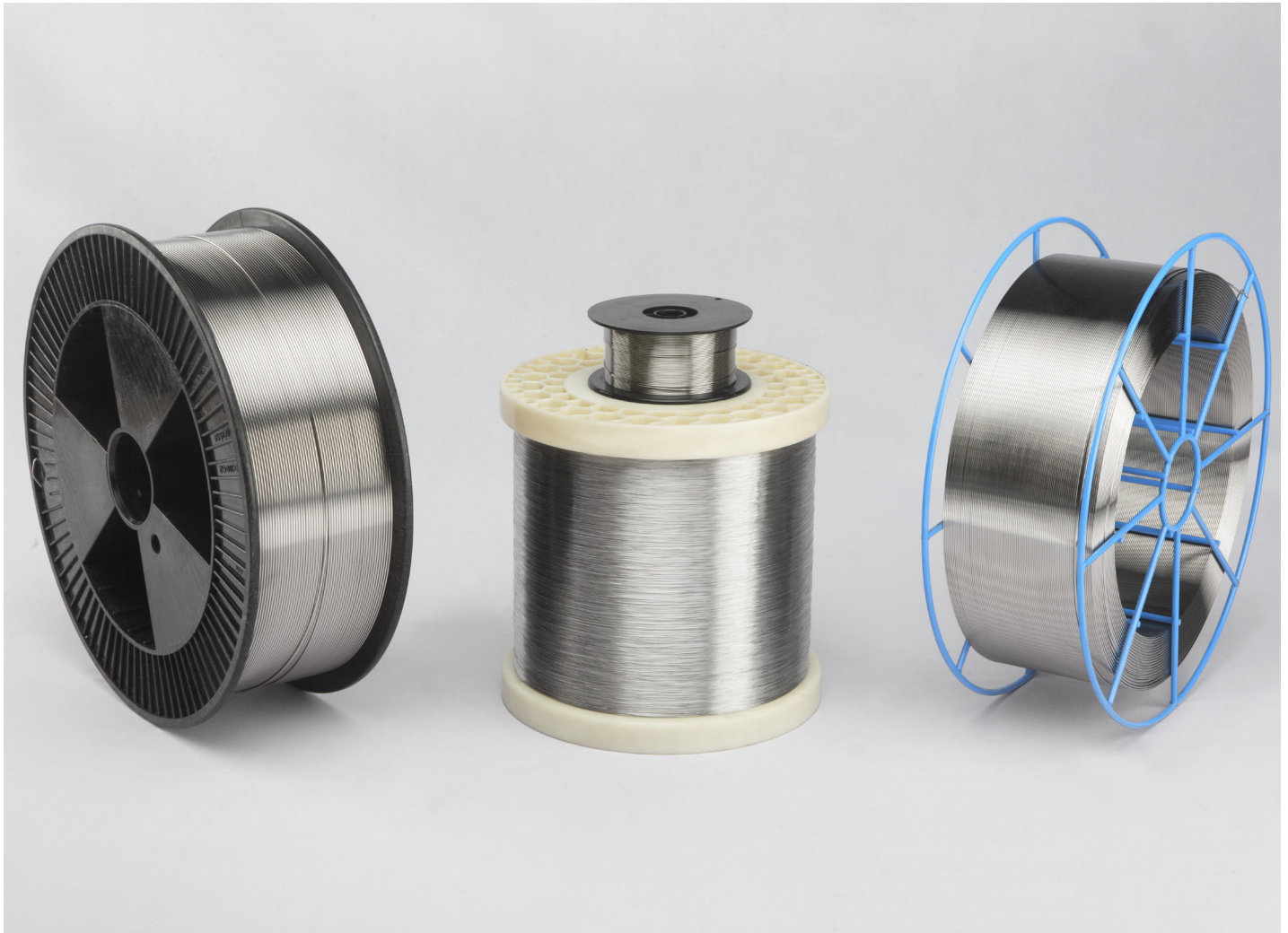


**EFFICIENT PRODUCTION, SUPPLY AND  
EXPORT OF SUPREME QUALITY FURNACES  
FOR STEEL & ALUMINIUM INDUSTRIES**

**FURNACES FOR  
FERROUS INDUSTRIES**



**FURNACES FOR  
NON-FERROUS INDUSTRIES**





*1.2 million businesses like yours are seeing this.  
Getting your own corporate brochure couldn't be  
easier. Get in touch below for details.*

[www.littlegatepublishing.com](http://www.littlegatepublishing.com)  
[alexsmith@littlegatepublishing.com](mailto:alexsmith@littlegatepublishing.com)  
+44 1603 296 100



ENDEAVOUR  
MAGAZINE

[www.endeavourmagazine.com](http://www.endeavourmagazine.com)