

New office opened in New Delhi

Viraj Profiles announces major expansion plans in India

Viraj Profiles Ltd, the leading manufacturer of stainless steel long products in the world, has announced a major expansion of its

growing demand for stainless steel products across various sectors such as architecture and construction, the process industry, etc. It is a very important

the benefits of using stainless steel, we are very positive that we will be able to expand our domestic market just like the overseas market and shall become a trusted partner in the growth of our country.” She further added: “This way we will be more accessible to our clients and partners as Northern India is one of the most important and the fastest growing markets for stainless steel”.

steel products - wire rod, wire, welding wire, flanges, fasteners, bright bars and profiles - to more than 1,300 customers based across 90 countries spread over 6 continents. With a melting capacity of 528,000 tpy, the company produces more than 50,000 SKUs in various grades including austenitic, ferritic, martensitic, Duplex and electrode grades, in various shapes and sizes. The core competency of Viraj lies in its integrated manufacturing facilities which enables it to meet customer specific requirements.



Neeraj R. Kochhar,
chairman and md,
Viraj Profiles Ltd

business in Northern India. The company, which is headquartered in the commercial capital city of India, Mumbai, has opened its first sales and marketing office away from its home ground. The new office is located in New Delhi, and Pooja Mehra has been appointed director, sales and marketing, for Viraj Profiles Ltd.

Neeraj Raja Kochhar, chairman and managing director, Viraj Profiles Ltd, commented: “Our decision to open an office in the capital city is in recognition of the size and opportunity of the market in this part of the country, whilst also acknowledging the

place for us to be and we aim to increase our market penetration across all the regions in India, especially northern states like Delhi, Punjab, UP etc.”

Many new opportunities

Mehra added: “There’s no better time for market expansion than now. There are many opportunities that exist in today’s market. Especially with the current government’s focus on world class infrastructure development and with the growing awareness amongst buyers about

Viraj’s new office is centrally located at Aerocity, one of the upmarket and centrally located areas in New Delhi accessible to clients from throughout the area and even to those from further afield.

One of the largest manufacturers and exporters

Viraj Profiles Ltd is one of the largest manufacturers and exporters of stainless steel long products in the world. With turnover of US\$1.5 billion, the company exports its stainless