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## Viraj Profiles Ltd. Announces Major Expansion Plans in India

Viraj Profiles Ltd., headquartered in the commercial capital city of India, Mumbai has opened its first sales and marketing office in New Delhi.

March 31, 2017

Viraj Profiles Ltd, the leading manufacturer of Stainless Steel long products in the world, announced a major expansion of its business in Northern India. Viraj Profiles Ltd., headquartered in the commercial capital city of India, Mumbai has opened its first sales and marketing office away from its home ground. The company has opened a new office in New Delhi and has appointed Mrs Pooja Mehra as Director, Sales and Marketing for Viraj Profiles Ltd.

Mr Neeraj Raja Kochhar, Chairman & 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 growing demand of stainless steel products across various sectors like architecture and construction, process industry etc. It is a very important 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." Mrs Pooja Mehra further added, "There's no better time for market expansion than now. There are many opportunities that exist in today's market. Especially with current government's focus on world class infrastructure development and with the growing awareness amongst buyers about 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 market for stainless steel."



*Viraj's 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.*

Viraj new office is centrally located at Aerocity, one of the posh and centrally located areas in New Delhi accessible to clients from throughout the area and even to those travelling from outstation. ■

## India's Thermal Power Generation to Reduce by Half in Next Five Years

March 4, 2017

CEA has estimated that capacity utilisation of coal-based thermal power plants will fall to as low as 48 per cent by 2022 as additional non-thermal electricity generation capacities come on stream. CEA has predicted that by 2022 many plants may get partial or no schedule of generation at all – meaning many thermal

power plants may have to be kept idle for lack of demand. According to CEA, installed capacity from different fuel types at the end of 2021-22 in base case works out to be 523 gigawatt including 50 GW of coal based capacity addition currently under construction and likely to yield benefits during 2017-22. ■

