



VIRAJ PROFILES PRIVATE LIMITED

Building A Sustainable Stainless World

MANTHAN

Viraj's Stainless World Unveiled



Newsletter

— AUG - SEPT 2023 —

Issue 02



CMD's Desk

NEERAJ KOCHHAR
Chairman & Managing Director
Viraj Profiles Pvt Ltd

Dear Virajians In the last three decades, Viraj has made a mark in the business of stainless steel components across the globe and contributed towards building a sustainable stainless world. The vision we believed in was achievable because of a dedicated and capable workforce. Working with a team like ours inspires and encourages us to look beyond, for there is much more that we can achieve. As we stride into an era of endless possibilities, I am thrilled to unveil Viraj's plan for growth and sustainability.

Our journey is guided by innovation, dedication, and a meticulously detailed approach. In the coming years, we will focus on leveraging cutting-edge technologies to enhance our manufacturing processes, ensuring the precision and quality that set us apart. This includes embracing sustainable practices that align with our responsibility towards the environment.

While we have significantly impacted the worldwide market, our expansion plan has allowed us to focus on the Indian market. And it is with much pride that I announce that Viraj is getting ready to start producing patta steel for use in utensils and cutlery, allowing us to tap into new domestic markets and clientele. To mark this momentous occasion, we hosted an event - Abhivaadan. This new beginning brings us exceptional joy as we look forward to manufacturing stainless steel products for India.

However, our commitment to excellence extends beyond manufacturing, as we aim to create a workplace that fosters employee well-being, diversity, and growth. Together, we will continue to shape Viraj's legacy as an industry leader, contributing to a world that thrives on stainless progress.

Independence Day Celebration

On **15th August 2023**, the spirit of freedom reverberated through the skies of Boisar as Virajians gathered for the grand Independence Day celebration - **Khushiyon ki Udaan**.

People gathered in Harmony Plaza for the start of **Walkathon 2** and proceeded to walk in unison towards Viraj's Main Office while holding flags in their hands. We saw great participation from all divisions and their family members. Men, women, and children walked in an atmosphere charged with the sound of dhol and desh-bhakti songs. This was followed by the felicitation of police officers from the Boisar area for their commendable service. At the same time, participants took a pledge to keep Boisar clean and contribute towards maintaining the city environment.

Flag hoisting is an essential part of every Independence Day ceremony. Maintaining the tradition, our respected **CMD Shri Neeraj Kochhar** hoisted the National Flag at Boisar. He addressed the people while upholding the spirit of '**Nation First, Always First**'. The event was also attended by media personnel and other dignitaries.

Then, employees' children from various schools of Boisar showcased their talent on stage. The talent-show included dance performances, songs, and skit presentations, leaving the audience mesmerized. **Mr. Kochhar** thanked the kids for their entertaining performances and proceeded to facilitate the children who showed meritorious performance in **Class X and XII Board exams**.

Khushiyon Ki Udaan was a joyful celebration of Independence Day, perfectly emoting patriotism, pride, and togetherness





Thoughts of **Viraj GC Members** on the Occassion of **Independence Day**



“Like our country, when an organization thrives on diversity and inclusivity, it becomes unstoppable. At Viraj, we're constantly taking steps to make our work environment more and more supportive and inclusive.

Rakesh Chauhan



“Let's reflect on our roles as responsible citizens. As a company thrives through teamwork, our nation's growth also relies on collective efforts.

JP Garg



“To bring a revolution, changing mindsets is necessary. This can be done by embracing diverse perspectives and learning about liberal and innovative ideas.”

Siddhartha Modi



“Economy, infrastructure, vibrant demography, technology driven system, and demand are the 5 pillars of Self-Reliant India.”

Anuj Jain



“Free your soul from conservatism, and let your mind reflect their inner voice full of positivity, liberty, and acceptance.

Suresh Lodha



“Just as our country embraced diversity and unity, a workplace must foster an inclusive culture that values every individual's contribution.”

Sandeep Maheshwari

Viraj Profiles Joins India in Celebrating the **Success of Chandrayaan-3**



Esteemed members of our senior management, including Mr Rakesh Chauhan (Deputy Managing Director), Mr Anuj Jain (Chief Financial Officer), and Mr Suresh Lodha (President of CA and Purchase), graced the event with their presence. They took this opportunity to impart insights about this remarkable achievement, emphasizing the importance of learning from setbacks as a pathway toward future growth.

At Viraj Profiles, we take pride in India's monumental achievement with Chandrayaan 3.

As we celebrate this milestone, we also eagerly look forward to future successes, confident in our ability to overcome challenges and raise our nation's flag even higher. The success of Chandrayaan 3 embodies the spirit that drives us at Viraj Profiles and unites both India and Viraj on a journey towards new horizons. In the wake of this remarkable achievement, Viraj Profiles is inspired to continue supporting technology and innovation, contributing to India's future accomplishments as it carves a niche, on the globe and beyond.

In the 23rd of August 2023, the Indian Space Research Organisation (ISRO) accomplished a remarkable feat by successfully landing Chandrayaan 3 near the south pole of the moon. This event put India ahead of many in the field of space research and filled Indians with joy and pride. ISRO's continuous feats highlight India's unwavering determination to excel.

Like every Indian, employees at Viraj Profiles came together to commemorate this historic milestone, which symbolizes our nation's growth and steadfast commitment to success. The celebration was marked by a cake-cutting ceremony where Virajians gathered to share their elated feelings as Indians ready to reach out to the sky.



Viraj Profiles Shines as Diamond Sponsor at MRAI International Business Summit

Summit

Radiating our steadfast commitment to innovation and industry leadership, Viraj Profiles takes immense pride in having played the role of a Diamond Sponsor at the recently concluded MRAI International Business Summit. As a trailblazer in the stainless steel manufacturing sector, this collaboration emphasized our dedication to catalyzing industry advancement and fostering invaluable connections.

Held in Bangkok on August 21-22, 2023, the MRAI International Business Summit stood as a paramount platform for Indian and International recyclers, scrap importers and experts in plant & equipment technology. The event resonated with our ethos of sustainable growth and presented an opportunity for networking, exchange of ideas, and collaboration for a greener future.

The summit's dynamic environment offered ground for forging strategic partnerships for business and technology sharing for finding green alternatives to industry processes.

We believe such global-level exhibitions and events that transcend boundaries for the scope of business, propel us towards limitless possibilities.

By lending support to MRAI, we reinforced our commitment to contributing to industry evolution, harnessing innovative approaches, and leveraging collective expertise to shape a sustainable tomorrow. As we stood shoulder-to-shoulder with global counterparts, we shared a tapestry of ideas, insights, and transformative connections that would inevitably



redefine the landscape of stainless steel manufacturing.

Viraj Profiles, as a Diamond Sponsor extended a warm invitation to all participants to join us at the MRAI International Business Summit and embark on a voyage that promised to extend our frontiers, amplify our perspectives, and collectively illuminate the path towards progress.

Viraj Profiles Ventures into Steel for **Utensils** with **Abhivaadan**



In a significant stride towards expansion, Viraj Profiles proudly announces its entry into the world of 'Patta Steel,' a move set to redefine kitchen utensils in India. With a vision to provide durable and top-notch cookware, this venture marks a momentous leap forward.

Underlining its commitment to quality and innovation, Viraj Profiles is all set to export raw materials for kitchen utensils across the nation. This step not only showcases the company's growth-oriented approach but also its dedication to enhancing culinary experiences in households throughout the country. To commemorate this remarkable journey, Viraj Profiles organized a celebratory event aptly named "Abhivaadan." The event radiated positivity and enthusiasm, reflecting the collective excitement about this new venture.

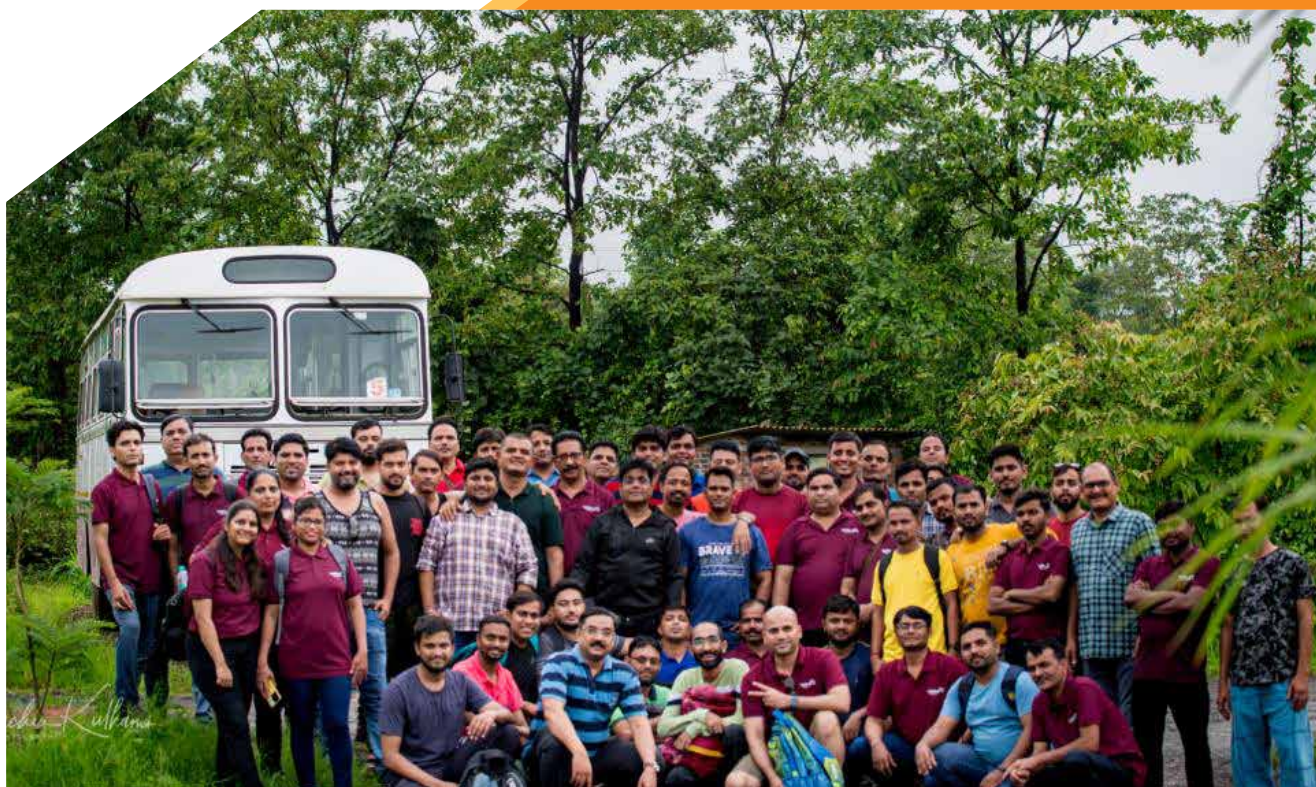
As part of this venture, the company aims to uphold its core values of excellence and customer satisfaction, ensuring that each 'Patta Steel' utensil becomes a symbol of enduring quality.

With "Abhivaadan" serving as a spirited prelude to this chapter of growth, Viraj Profiles is poised to shape the future of kitchenware in India, redefining the art of cooking and serving. Stay tuned as Viraj Profiles paves the way for a new era of culinary excellence through its commitment to 'Patta Steel' and its unwavering dedication to the nation.

Birthdays and Outings

Celebrations are an intrinsic part of Viraj's work culture. We believe in making our employees feel special by celebrating the momentous occasions of their life. Be it birthdays or anniversaries, we make sure that they're showered with blessings and positive vibrations. Moreover, we believe it is essential to take timely breaks and bond with your work family by going on office picnics to resorts, water parks, and other interesting places. This allows the team to form strong connections, enjoy and refresh. By encouraging team bonding beyond the work place, we maintain a positive and jovial work culture.

Visit to **Dabosa Waterfall**



Excursion to Nandanvan Resort



Day outing at Water Kingdom



Grand Birthday Celebration of our CMD Mr Neeraj Kochhar on 16th Sept.'23

Virajians celebrated the 65th birthday of Mr Neeraj Kochhar, CMD, Viraj Profiles Private Limited. Mr Kochhar received warm wishes from friends and business counterparts in India and overseas. The team of 11,000 Virajians sent their wishes to their beloved leader, and nearly 3000 employees connected over a virtual call and celebrated the special day with Mr. Kochhar, whose vision has taken Viraj to unparalleled heights. The virtual celebration was a testament to the dedication and admiration that Virajians hold for Mr. Kochhar. We pray for his bright future and look ahead to seeing Viraj at greater heights.

Grand Birthday



Viraj Profiles Shines at **Global Stainless Steel Expo 2023**, Mumbai



for fostering partnerships, exchanging knowledge, and exploring new avenues for stainless steel integration.

Viraj Profiles' participation in the Global Stainless Steel Expo 2023 is a testament to their commitment towards environmental responsibility and green efforts within the stainless steel industry. They strive to establish global relationships and drive innovation as the industry evolves. Their dedication to pushing the boundaries of stainless steel innovation resonates through their involvement in this expo. In doing so, they anticipate a promising future for environmentally friendly stainless steel products.

Viraj Profiles displayed their industry leadership at the Global Stainless Steel Expo (GSSE) 2023 in Mumbai, which took place from September 14th to 16th. This noteworthy event occurred at the Bombay Exhibition Centre and symbolized a pivotal moment for advancements in stainless steel innovation.

Mr. Neeraj Kochhar, the esteemed Chairman and Managing Director of Viraj Profiles exemplifies unwavering commitment to quality and technological advancement within his company. The Global Summit for Sustainable Enterprises 2023 provided a remarkable platform for Mr Kochhar to engage with prominent industry leaders, esteemed clients, and valued partners from around the globe.

At our exhibit in Hall No. 4, we showcased modern innovations and solutions in stainless steel. Exhibits D-16 to D-23 attracted attention, offering a glimpse into the virtually limitless applications of this versatile material. GSSE 2023 served as an invaluable platform



Viraj Profiles: Forging Strong Connections at the **Global Stainless Steel Expo 2023**



This year the Global Stainless Steel Expo's focus was sustainability, keeping up with the industry's growing dedication to environmental responsibility. The event provided a platform for discussions on green inventions, sustainable lifestyles, and the role of the stainless steel industry in green energy technologies.

The Global Stainless Steel Expo 2023 offered a one-of-a-kind setting for stainless steel professionals to discuss sustainability, technological achievements, and the industry's role in green energy technologies. The participation of Viraj Profiles demonstrates the company's ongoing commitment to quality and its position as a pioneer in the stainless steel sector.

Viraj Profiles made a striking impression at the Global Stainless Steel Expo 2023, held in Maastricht. The "Stainless Steel World Conference & Exhibition," an international gathering, brought together experts from all facets of the stainless steel supply chain for three days of networking and information exchange.

Professionals in the sector shared this opportunity to network and communicate at the expo, which took place from September 26 to 28, 2023, at the MECC in Maastricht. Among the distinguished participants were Mr. Neeraj Kochhar, chairman of Viraj Profiles along with the company's senior leadership and team members.

The Viraj team reaffirmed the company's commitment towards excellence while networking with clients and industry peers, learning about new trends, and exploring collaborative opportunities. Their input highlighted the company's commitment to networking with industry peers, researching potential partnership opportunities, and staying current on developing trends.





Bytes from **Leadership**



Mr. Pradip S. Jadhav

Asst. Vice President (Cluster Head)
(WIRE & WRM Division)

Viraj Profiles Pvt. Ltd. stands as a beacon of innovation, sustainability, and distinguished work ethics, embodying exceptional products and practices that redefine industry standards. We prioritize precision, reliability, and quality in stainless-steel manufacturing, offering a diverse range of products like wires, flanges, fittings, and fasteners crafted with meticulous precision, meeting diverse industry needs. Our work culture values integrity, transparency, and professionalism, fostering innovation and collaboration. This dynamic environment nurtures creativity, initiative, and camaraderie, driving sustained growth.

Sustainability is integral to our operations. We actively pursue eco-friendly practices, optimizing energy use, minimizing waste, and investing in research for responsible alternatives. Our vision is to lead the industry, set new standards in quality, sustainability, and innovation, paving the way for a more sustainable future.

In conclusion, Viraj Profiles embodies excellence through craftsmanship, work ethic, and sustainability commitment. We thank our stakeholders for their integral role in this journey. Together, we anticipate a prosperous and sustainable future.

Viraj Profiles Pvt. Ltd. values the diversity of our team, recognizing that each individual brings their own unique experiences, skills, and passions to our workplace.

We understand that fostering good industrial relations is not just about productivity but also about enhancing employee morale. We place a strong focus on building both individual and collective relationships within our organization, with an increasing emphasis on the connection between our managers and team members.

At Viraj, we are committed to empowering our Virajians to grow both personally and professionally. We provide numerous opportunities for continuous learning and skill development through regular training sessions and engaging activities.

We believe that festivals are more than just celebrations; they are a chance to establish meaningful workplace traditions and acknowledge the hidden talents within our workforce. Our initiatives, such as workplace learning lunches, employee games, special themed days, training programs, recognition programs, and sporting events, allow us to celebrate the diverse cultures and beliefs of our team members. At Viraj, we truly believe in celebrating people.



Mr. Deepak Shinde

General Manager
Plant Head (WRM & AP Lines)

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Soaring towards a
sustainable stainless future

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Building A Sustainable Stainless World

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