



VIRAJ PROFILES PRIVATE LIMITED
Building A Sustainable Stainless World

Newsletter

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Viraj's Stainless World Unveiled



Dear Virajians,

We live in a volatile world where politics and social concerns directly influence industries and the way we do business. The ongoing geopolitical conflicts in the Middle East and Europe have sent shockwaves through the global stainless steel industry, presenting a host of challenges which has also affected manufacturers and exporters in the Indian subcontinent. This situation has some significant implications for our industry's supply chain due to the bottleneck created in transportation impacting the incoming raw material to shipping the ready orders.

Sanctions on countries producing and exporting nickel have had a profound impact on its supply affecting the cost of manufacturing stainless steel products. Even the cost of energy has skyrocketed creating a ripple effect on our overall production costs.

Viraj Profiles has been at the helm of stainless steel product exports in India with a major chunk of our market spanning Eurasia. The ongoing conflict has posed many challenges before us, but we are ready with strategies to overcome the hiccups. While we look forward to working our way through these political sensitivities, I request all Virajians to stand together and dynamically come up with innovative and prudent solutions. By focusing on diversification, efficiency, and adaptability, we are positioned to maintain the growth trajectory and competitiveness in the ever-changing global landscape.

Thank You

NEERAJ RAJA KOCHHAR

Chairman & Managing Director
Viraj Profiles Pvt Ltd.

Viraj Profiles Acknowledged for Its Dedication to Community Welfare By Palghar Police

Viraj Profiles earned a certificate of appreciation from the Boisar Police Station in a heartwarming demonstration of commitment to public welfare. This award honours Viraj Profiles' exceptional assistance to the local police department.

We have been instrumental in safeguarding the safety of police personnel from outside the region. The organization has eased the lives of these policemen by making accommodations for them while they dedicatedly carry on their duty to uphold law and order inside the boundaries of the Boisar police station. Viraj's efforts have helped in improving the safety and security of the local community.

Mr. Himanshu Jha, DSP, Palghar Police was among the notable guests who attended the significant event of the award ceremony. On behalf of the organization, Mr. Satish Yadav, General Manager of Security at Viraj Profiles, accepted the well-deserved award from

Mr. Jha. The importance of this award was highlighted by the attendance of over forty police personnel and local journalists at the occasion.

Mr. Yadav expressed his sincere gratitude while highlighting Viraj Profiles' steadfast commitment to the security and well-being of the neighborhood. The company's dedication to corporate social responsibility and its continued support of the hardworking police force, which is essential to maintaining law and order in the area, is reflected in this award.

Viraj Profiles is humbled by the recognition and is determined to continue making significant contributions to the community. We thanked the local police department for their constant dedication and service.

Viraj Profiles reaffirms its dedication to community welfare in the spirit of oneness and looks forward to carrying on its assistance for societal improvement.



Viraj Profiles

Commitment to Clean Water for Students

Viraj Profiles Pvt. Ltd, continues to create a valuable impact on the surrounding communities it serves through its social welfare project, 'Viraj Cares.' In a recent project, we demonstrated its commitment to the well-being of the community by meeting a basic need: providing schoolchildren with access to clean, safe drinking water.

Viraj Profiles made an improvement to the learning environment by realizing how important it is to give young pupils a safe and nurturing setting. We recently installed two water coolers and RO water purification systems at the Government Secondary and Higher Secondary School's Boys and Girls Hostel in Wada.

Beyond business, Viraj Profiles is committed to social responsibility and community welfare. Building a brighter future for the next generation is at the centre of the company's vision and values. By providing young students with clean water and nourishment through "Viraj Cares," we want to make a significant and positive difference in their lives.

Viraj Profiles recognizes the importance of guaranteeing students in the school's dorms access to safe drinking water as it is a fundamental right. The installation of these essential water filtration systems is indicative of the organization's dedication to establishing a favorable atmosphere for education.

Apart from the essential upgrade of the school's water facilities, Viraj Profiles arranged a wholesome meal for all 500 kids. Viraj's Central Kitchen's excellent service and Mr Rajkumar's devoted support, who has always played a crucial part in the company's community outreach initiatives, made this well-considered endeavour feasible.

Recent efforts by Viraj Profiles emphasize the company's dedication to enhancing the areas it serves and demonstrate its willingness to give back to the community.



Viraj Profiles

Earns the Coveted Title of 'Iconic Brand of India 2023'

Viraj Profiles, a pillar in the Indian Stainless Steel industry has been named among the 'Iconic Brands of India' for 2023. This esteemed recognition was conferred at the 6th edition of The Economic Times Iconic Brands of India Awards, held at the splendid Jade Ball Room of Hotel Sahara Star. The awards recognize brands that redefine both global and Indian standards in terms of excellence, sustainability, and economic contributions.

The company's rise to this esteemed position may be ascribed to our robust fiscal outcomes, well-known brand, and notable influence on the Indian economy. Viraj has established itself as a standard-setter in the stainless steel sector because of its persistent dedication to producing high-quality goods, encouraging innovation, and guaranteeing client satisfaction.

Prominent members of the Viraj Profiles attended the awards ceremony, including Mr. Anuj Jain, Chief Financial Officer, and Mr. Suresh Lodha, President of Procurement. During this landmark event, The Economic Times Iconic Brands of India Coffee Table Book, sixth edition, was also launched. The magazine

highlights the ground-breaking inventions that have had a lasting impact and masterfully captures the distinctive qualities that set apart legendary businesses like Viraj Profiles.

Our Chairman and Managing Director, Mr. Neeraj Kochhar, emphasized the importance of these kinds of achievements. He highlighted them as evidence of the commitment, diligence, and inventiveness of Viraj team in producing premium goods via environmentally friendly business practices.

Upholding its motto of "Made in India, For the World," Viraj Profiles embodies a history of creativity and sustainability. Mr. Anuj Jain, Chief Financial Officer acknowledged the company's thirty-year history and its ascent to prominence as a top "Made-in-India" stainless steel brand.

This 2023 award confirms Viraj Profiles' dedication to providing premium stainless steel goods and making a significant contribution to India's development. As a symbol of Indian manufacturing prowess, Viraj Profiles sets the bar high for the stainless steel industry and beyond.



A Brighter Tomorrow: Viraj Profiles Empowered Young Minds on World Students Day

On October 15, the occasion of World Students Day, Viraj Profiles Pvt. Ltd. showcased its unwavering dedication to education and community development by reaching out to the future torchbearers of our nation. Viraj's dedication to nurturing youthful talents was demonstrated by this wonderful project that took place at a government school in Palghar.

With a considerate "Gift of Knowledge" for the children, the Viraj Profiles team put together a memorable event. This included comprehensive all-in-one learning books, necessary stationery, intriguing coloring books, and delectable sweets that brought smiles and joy. Senior representatives from Viraj Profiles gave the event added flair, and our interactions with the young brains we encountered had a great effect. Team Viraj encouraged the aspiring academics with positive messages, which fired their motivation.

At Viraj Profiles Pvt. Ltd., we firmly believe that access

to high-quality education is the first step towards developing future leaders. The organization is steadfast in its commitment to this cause since it keeps strengthening the groundwork for future generations. This World Students Day effort is a concrete example of Viraj Profiles' dedication to community development and education, bringing positive influences into the lives of the young and intelligent kids who are at the centre of this touching occasion.

Spreading knowledge and illuminating the way for tomorrow's leaders, Viraj Profiles is a beacon of hope in a world where education is the key to a better future. This dedication to community development is a part of Viraj's ethos of accepting change, growth, and transformation in an ever-changing world. It underlines Viraj Profiles contributes to the perfection of the stainless steel sector while leaving an indelible impression on society through acts of compassion and support.



Charting a Sustainable Future: Viraj Profiles' Commitment to Environmental Health

Viraj Profiles, with its steadfast dedication to sustainability, took centre stage in the stainless steel sector on September 26th, World Environmental Health Day.

The day is celebrated worldwide to raise awareness of the close connection between human health and environmental health and reminds people to work together and resolve environmental issues to develop a healthier ecosystem.

Viraj Profiles stands out as a responsible leader, demonstrating how sustainable business practices are the need of the hour. Recycling stainless steel scrap was one of the main tenets of our sustainability practice as the process recycles to reduce waste and our carbon footprint too.

Our Chairman, Mr. Neeraj Kochhar, reaffirmed the organization's proactive strategy for sustainable business. He emphasized the continuous efforts to lessen the carbon footprint and lowering Scope 1 and

Scope 2 emissions. "We're taking strides towards 'Green Steel' through continuous innovation and unwavering determination."

As part of our ambitious plan to get 45% of our energy from solar by March 2024, Viraj Profiles has signed a Memorandum of Understanding for a 100 MW solar power plant and is aggressively researching the use of biodiesel in addition to solar electricity to lower greenhouse gas emissions. The innovative environmental solutions demonstrate our dedication to reducing our carbon footprint and making net-zero a reality.

As one of India's leading stainless steel product manufacturers and exporters, Viraj Profiles set out on a decarbonization path, aiming for net-zero emissions in accordance with global norms. Our company's efforts towards ethical and sustainable practices go beyond business prowess and demonstrate a collective dedication to a more sustainable and healthy future.



Bytes from **Leadership**



J P Garg
COO, VPPL

At Viraj, we understand that a good budget should balance reach and reality. Setting clear cost estimates at the beginning of each fiscal year. This provides an outlook for each function to allocate money and resources based on the targets set for their respective team. These plans give management the power to align costs in a better way.

A static budget can quickly become irrelevant without continuous monitoring and adaptation. Viraj encourages transparent communication. This promotes a culture of shared ownership. At Viraj, we follow a comprehensive financial management approach reflecting our commitment to optimal cost alignment.

As Viraj Profiles proudly stands as a leader in stainless steel production, we recognize the importance of environmental responsibility. Embracing sustainability is no longer just an option; it's a necessity for our future and the generations to come.

At Viraj, we're actively transforming our operations to minimize waste, maximize resource efficiency, and adopt cleaner technologies. We're investing in renewable energy sources, implementing eco-friendly practices, and constantly innovating to reduce our environmental footprint.

This journey towards sustainability isn't merely a corporate initiative; it's a collective effort. Each and every one of us, from the factory floor to the boardroom, plays a crucial role in shaping a greener future. By embracing sustainable practices in our daily work, we can collectively achieve significant progress.



Sandeep Maheshwari
Executive Director (Head SMS, Quality)

Navratri Celebration at Alloys

Navratri is a time to celebrate the triumph of good over evil. It is a time to reflect on the virtues of courage, strength, and wisdom, and the Navratri celebration at the Alloys was a perfect representation of these values. On the auspicious occasion of Navratri, our employees

gathered to celebrate the vibrant festive spirit and spread positive energy. The celebration commenced with employees dwelling in a grey color theme and was followed by rangarang garba. The music and energy in the room elevated with more and more participation.



Dussehra Pooja at the Astitva, Women Empowerment Centre

Astitva is a women empowerment program run by Viraj Profiles Pvt. Ltd. a testament to our commitment to social responsibility that provides vocational training to local girls and women to help them become self-reliant and achieve economic independence. On the auspicious occasion of Dussehra, the women at the

Astitva Free Training Centre celebrated Dussehra with pooja and prayed for a future filled with positivity and prosperity. As they came together to celebrate, they reflected on and cherished the power of self-resilience that binds them together and gives them the strength to overcome challenges.



Birthday Celebrations

Special moments from WRM, Fasteners Division and Alloys Office

At Viraj, we believe in making our employees feel valued and appreciated for their priceless contributions. It shapes the way employees interact with each other and with customers. Birthday Celebration comes as one of the joyous and effective ways to promote a positive and

supportive work culture. Last month, birthday celebrations took place at WRM, the fasteners division and alloys office. Cheers to our employees and celebrations on the way!



Recognizing Kaizen Masters in the Profile Process

In a spirit of continuous improvement, Viraj Profiles proudly acknowledged its Kaizen masters! In the Profile Process, we celebrated employees who showcased exceptional dedication to innovation and continuous enhancement.

These Kaizen masters embody our commitment to

evolving processes for greater efficiency and excellence.

Their contributions inspire us all to embrace a culture of continual improvement. Congratulations to our Kaizen masters for their outstanding efforts in driving positive change and making a lasting impact at Viraj Profiles!



Diwali Delight at Viraj Profiles: A Night of Music, Fun, and Togetherness

Diwali, the festival of lights, brought radiant joy to Viraj Profiles as employees gathered for a night of celebration and camaraderie. The highlight of the evening was the soulful performance by The Jules Band, filling the air with festive melodies that resonated throughout the premises.

The festivities went beyond music, with Virajians enjoying a delightful spread of food and beverages. The celebration included lively activities, such as an engaging Tambola game with exciting prizes and a recognition ceremony for the best-dressed couples. Laughter, music, and the spirit of Diwali illuminated the atmosphere, creating lasting memories for everyone.

The presence of our esteemed HODs added a special touch to the event, emphasizing the company's commitment to fostering a sense of community. In the simple joy of sharing good food, playing games, and celebrating together, Virajians strengthened the bonds that make our workplace a second home.

The Diwali celebration at Viraj Profiles was more than a festival; it was an embodiment of unity and shared happiness. As colleagues came together to revel in the festivities, the occasion became a reminder of the warmth and camaraderie that define the Viraj family.



Alloys Diwali Celebration

As Diwali approached, Viraj Profiles' Boisar Alloys plant was buzzing with festive cheer. Our Virajians gathered to celebrate moments of joy, emphasizing the power of inner light to spread happiness in our community.

This celebration beautifully captured the essence of Diwali – the warmth of togetherness, sharing, and the

joy found in simplicity. Just like a single diya can light up many others, our celebration radiated the spirit of unity.

At Viraj Profiles, we believe in sharing happiness and fostering a sense of community, making every Diwali special for our Viraj family.



Shining Bright: Viraj Profiles Triumphs at EEPC Awards

In a celebration of our commitment to excellence, Viraj Profiles Private Limited has emerged victorious at the 52nd & 53rd National Export Awards by EEPC India. Our relentless dedication and outstanding performance have earned us the esteemed title of Top Exporter for 2019-20 in the Large Enterprise category, accompanied by the prestigious Silver Trophy. The awards ceremony at Hotel Shangri-La Erose in New Delhi on November 21, 2023, saw the Hon'ble Lieutenant Governor of Jammu & Kashmir, Shri Manoj Sinha, conferring these accolades.

The awards stand as a testament to our unwavering commitment to quality and excellence in the global market. As we proudly accept the Top Exporter recognition, we also celebrate our success as the Star

Performer for 2020-21 in the Rolled Products of Iron and Steel category among Large Enterprises. These achievements highlight our leadership in large-scale enterprise exports and our continuous pursuit of excellence.

We are grateful to our hardworking staff and valued partners, whose steadfast assistance has made these incredible accomplishments possible. These honours support our goal of being a well-regarded and chosen company worldwide and serve further to solidify our position as a leader in the field. At Viraj, we continue to set new benchmarks in the stainless steel industry, and these awards are a testament to our unwavering commitment to excellence.



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Soaring towards a
sustainable stainless future

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VIRAJ PROFILES PRIVATE LIMITED

Building A Sustainable Stainless World

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