



VIRAJ PROFILES PRIVATE LIMITED

Building A Sustainable Stainless World

Building a Safety Mindset



Newsletter
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Viraj's Stainless World Unveiled



Neeraj Raja Kochhar

Chairman & Managing Director
Viraj Profiles Pvt Ltd

From CMD's Desk

As we stand at the threshold of the new financial year 2024-25, I am filled with a sense of pride and determination about the way forward for Viraj Profiles. Building on the momentum of venturing into the Patta Steel market last year, it is a pleasure to announce that we are introducing two new product lines in our existing stainless steel portfolio: seamless and welded stainless steel pipes and tubes.

Viraj Profiles has built a longstanding reputation for excellence. Every new opportunity is a pathway to success and I believe this milestone will further strengthen our legacy of quality and applicability by providing products which cater to the evolving needs of our customers across various industries.

The closing of the financial year 2023-24 also

witnessed the launch of the Viraj Profiles corporate movie - Making of the Majestic. A proud moment for all of us, as we tell the world about our journey, our dedication and our never-say-die mindset. The movie reflects the pride of every Virajian and showcases our approach to excel.

As we look ahead to the upcoming year, I am confident our new product lines will add pace to our continued success. We are decisive and will remain focused on enhancing our market presence by optimizing our manufacturing processes to further strengthen our position in the industry.

Together, let 2024-25 be a chapter we write with enthusiasm and determination to uphold Viraj Profiles' legacy of excellence and innovation.

02

Promoting Safety First Culture at the National Safety Week Workshop



Marking National Safety Week, Viraj Profiles recently organized an impactful safety workshop for workers at its Alloys and Steel Melting shop. The interactive session aimed to boost safety awareness and promote a culture where safety comes first.

As part of the workshop, workers were educated about critical safety protocols for their role. Experts demonstrated the proper way to wear a safety helmet and secure a chin strap for optimum protection. The significance of always wearing flame-retardant gloves and protective eyewear near furnaces was also highlighted.

Workers were advised to be alert and mindful at

all times to avoid accidents. The importance of staying hydrated, especially near heat zones, was emphasized, along with tips for safe material handling. Safety officers also conducted demonstrations on emergency procedures and first aid administration.

The workers took a pledge to strictly adhere to all safety guidelines and look out for fellow colleagues. They vowed not to let minor inconveniences compromise safety practices, even for a moment.

The passionate involvement of workers during the interactive workshop demonstrated its impact on enabling a safety-first mindset. Viraj



prioritize employee welfare. From routine health assessments to specialized screenings, the camp offered a range of services aimed at addressing various aspects of employee health. As Viraj Profiles continues its journey of growth

and expansion, initiatives like the annual health checkup camp reaffirm its commitment to nurturing a healthy, happy, and empowered workforce.

03

Prioritizing Wellbeing with Annual Health Checkup Camp



At Viraj, we firmly believe that our employees are our most valuable asset. Their health and well-being are not just individual concerns but foundational to our collective success. Recognizing this, we recently organized our annual health checkup camp, offering a comprehensive range of medical screenings for all Virajians.

The camp, held on February 12, 2024, provided convenient access to crucial health assessments. These proactive measures equip our employees with valuable insights into their health, enabling them to address potential

concerns early on and make informed decisions regarding their well-being.

The annual health checkup camp is part of Viraj's employee welfare initiatives that aim to safeguard the health interests of Virajians, who are the most valued partners in growth. The camp also helps in creating awareness and promoting preventive health care among the employees.

The event witnessed enthusiastic participation from Virajians across all levels, reflecting the collective appreciation for initiatives that



Viraj Profiles remains committed to such regular training programs that help internalize safe behaviors and avoid preventable accidents.

Safety is an integral part of the company's values and culture. Creating shared vigilance not only prevents mishaps but also fosters team spirit. By prioritizing safety, Viraj Profiles promotes a positive work environment where employees feel valued, empowered, and confident in their ability to perform their duties safely and efficiently. This commitment not only protects its workforce but also contributes to a more productive and successful company. Marking National Safety Week, Viraj Profiles recently organized an impactful safety workshop for workers at its Alloys and Steel Melting shop. The interactive session aimed to boost safety awareness and promote a culture where safety comes first.

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04

Viraj Profiles Celebrates Women's Day : From Inspiration to Leadership



On the occasion of International Women's Day, Viraj Profiles organized a series of engaging initiatives to recognize the invaluable contributions of its female employees and promote an inclusive workplace culture.

The event was organized to recognize the achievements and contributions of women employees at Viraj Profiles and to promote gender equality, diversity, and inclusion in the workplace.

The event featured a discussion on overall organization growth, diversity, and inclusion at

Viraj Profiles and making it a better workplace for working women. The discussion focused on the challenges and opportunities faced by women in the stainless steel industry, the career paths, and the growth ladder for women at Viraj Profiles. And the best practices and initiatives to foster a culture of empowerment, respect, and collaboration among all employees.

Adding a touch of fun to the day were several engaging activities planned specifically for the female employees. These activities provided a platform for relaxation, interaction, and team building. The participants enjoyed the activities



and expressed their appreciation for the opportunity to interact and bond with their colleagues.

The day's events culminated in a celebratory lunch, fostering a sense of community and togetherness amongst the women of Viraj Profiles.

Viraj Profiles' commitment to empowering women is evident in the well-organized and insightful Women's Day celebration. The company's focus on diversity, inclusion, and providing a supportive work environment for women positions Viraj Profiles as a leader in fostering a culture of equality and opportunity.

05

Spreading Joy and Learning: Viraj Profiles Hosts a Picnic for Maan Jila Parishad School Students



Viraj Profiles believes in fostering a spirit of community and enriching the lives of those around us. As part of our ongoing corporate social responsibility efforts, Viraj Profiles recently organized a fun-filled picnic for students of Maan Jila Parishad School at Manisha Agro Resort in Boisar. The picnic was held at Manisha Agro Resort Boisar, a scenic and serene place that offers various recreational activities for children and adults. The students, accompanied by their teachers and Viraj Profiles' volunteers, enjoyed a fun-filled day of games, sports, and delicious food. This initiative aimed to provide a day of joy and learning for the students, offering them a break from their routine and an opportunity to explore a new environment.



The picnic was a memorable experience for the students to explore new places and have fun. It was also a rewarding experience for the Viraj Profiles team, who witnessed the joy and gratitude of the children.

of promoting education, health, and empowerment among the underprivileged sections of society. Viraj Profiles believes that such activities not only bring happiness to the children but also inspire them to pursue their dreams and aspirations.

The picnic was part of Viraj Profiles' CSR vision



06

Celebrating our Birthday Stars at Viraj



Celebrating birthdays is more than just marking another year in the calendar; it's about cherishing the individuals who contribute to our vibrant community at Viraj Profiles. In the Fasteners Division, we gathered to celebrate our colleagues' special days.

With laughter, cake, and heartfelt wishes, we celebrated milestones that reflect our shared values of camaraderie, respect, and appreciation. These moments not only brighten the workplace but also strengthen the bond that unites us as Virajians. The event was a great opportunity for the employees to interact with

each other, share their experiences, and express their gratitude.

At Viraj, every birthday celebration is a testament to the diverse talents and personalities that make up our dynamic team. It's a time to recognize and appreciate each other's unique contributions, fostering a culture of positivity and fellowship. As we continue to grow and thrive together, let's remember to celebrate not just the milestones but also the journey that we embark on as one Viraj family.



Joyous Moments

07

Amar Pathak wins the Most Impactful Learning and Development Leader of the Year award



We are delighted to share that Amar Pathak, our Head of Learning and Development, has been awarded the prestigious Most Impactful Learning and Development Leader of the Year award at the Golden Aim Awards 2024.

The Golden Aim Awards are organized by the Federation of Quality Education Council and celebrate excellence and leadership in various business sectors in India. The Most Impactful Learning and Development Leader of the Year award honors leaders who have created and implemented innovative and effective learning programs that have enhanced the performance and potential of their organizations and employees.





Amar Pathak has been instrumental in designing and delivering various learning and development solutions for our employees, ranging from technical skills, soft skills, and leadership skills to digital skills. He has also aligned the learning and development strategy with our vision and values and ensured the engagement and satisfaction of the learners and stakeholders.

Under his leadership, we have witnessed remarkable results in terms of improved productivity, quality, innovation, and customer satisfaction. He has also fostered a learning culture within our organization, where employees are encouraged to learn new things, share their knowledge, and grow together. He has also contributed to the learning and development community, sharing his insights and best practices with other professionals and organizations.

This recognition is a testament to Amar's dedication, innovation, and impact on our learning and development initiatives. His commitment to fostering growth, nurturing talent, and driving excellence has made a significant difference in our corporate landscape. We congratulate Amar on his remarkable achievement and wish him all the best in his future endeavors. We also thank the Federation of Quality Education Council and the Golden Aim Awards for this honor and recognition. We are committed to continuing our journey of excellence and innovation in the stainless steel industry and to providing the best learning and development opportunities for our employees.

08

Exemplary Leadership in Forex: Viraj Profiles Receives Coveted Award



The leadership team at Viraj Profiles, has been bestowed with the esteemed 'Leader of the Year' award in Foreign Exchange Risk Management at the 2024 India Treasury Summit and Awards. This prestigious accolade is a testament to exceptional leaders of Viraj Profiles, their profound expertise, and invaluable contributions to the field of foreign exchange risk management.

Their visionary leadership in the realm of forex trading and risk mitigation strategies has earned this recognition for Viraj. Their innovative approaches and deep understanding of global financial markets have significantly enhanced Viraj Profiles' forex operations, solidifying the company's

position as a formidable player in the industry.

The 'Leader of the Year' award was received by Mr. Rakesh Ranjan, Vice President of Forex. Over the years, the management has gathered immense dedication, strategic acumen, and ability to navigate the intricate landscape of foreign exchange risk management with remarkable achievement, building an environment of excellence and driving sustainable growth for Viraj Profiles.

This recognition at the India Treasury Summit and Awards 2024 stands as a testament to our excellent work in foreign exchange and risk management.



09

Viraj Profiles Pvt Ltd Celebrates FY 2020-21 Win: Western Region Top Exporter



Mumbai, March 2024 – It was a moment of pride and celebration for Viraj Profiles Pvt Ltd as Mr. Rakesh Ranjan, Vice President of Forex, received the esteemed Western Regional Award for "Top Exporter - Silver Trophy - Large Enterprise" for the year 2020-21.

The accolade was presented during the combined EPC India - 38th & 39th Western Region Export Award ceremony, which took place at the luxurious Vivanta - Taj President Hotel in Colaba, Mumbai, on the 2nd of March, 2024. This prestigious event, attended by luminaries from various industries, recognized the outstanding achievements of businesses that have significantly contributed to India's export sector.

Viraj Profiles Pvt Ltd, known for its excellence in the stainless steel components industry, has once again demonstrated its commitment to quality and performance on the global stage. The Silver Trophy is a testament to the company's relentless pursuit of excellence and its role as a leading exporter in the large enterprise category.

The ceremony was a grand affair, reflecting the significance of the award and the respect it commands within the industry. As Viraj Profiles Pvt Ltd continues to soar to new heights, this recognition serves as a beacon of inspiration, encouraging the company to maintain its position at the forefront of the export sector.



Bytes from Leadership



Sunil Singh Chouhan

**Cluster General Manager and
Head HR Corporate Alloys office,
SMS and Metal Recovery Division**

As the General Manager at Viraj Profiles, I emphasize the critical role that employee well-being plays in our company's prosperity. At Viraj, we view our people as the cornerstone of our success. A happy and well-maintained team is more likely to be creative, resilient, and involved, all of which will advance our group's development.

We've implemented holistic well-being programs, such as mental health support, wellness initiatives, and sports for our employees.

Our commitment to employee well-being outside of the office reflects our commitment for a constructive work culture. We believe employee well-being affects the health and profitability of our entire organization.



Rohit Sharma

**Cluster HR Head,
Wire & WRM Division**

At Viraj Profiles, we understand that true success for an organization stems from a holistic approach to the well-being of its people. Our commitment to our people is deeply rooted in our belief that good health is the foundation upon which everything else is built.

Our Central Kitchen stands as a testament to this philosophy, serving fresh, hygienic, wholesome and satvik meals daily. By prioritizing nutritious and mindful eating, we ensure that Virajians have the physical nourishment they need to tackle challenges head-on and perform at their best.

We also recognize that well-being extends beyond just physical health, and hence the Viraj Meditation Center plays a crucial role in promoting mental health & mindfulness among Virajians. A sense of inner peace, clarity, and balance is encouraged through various forms of yoga and meditation, thus nurturing the body, mind and spirit.



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