



FROM THE CEO'S DESK

Shivramkrishnan. H, CEO

Dear Colleagues,

It is with great pleasure that I bring to you the first edition of our internal newsletter '**STECOL CHRONICLE**', an initiative by our HR team.

While business has been dampened under the current COVID-19 situation, I am glad to tell you that, with necessary safety measures, we have been able to stay the course in terms of business performance. I would like to thank each one of you for going out your way and ensuring business continuity through work from home. It is key, in such difficult times, to remain in touch with our vendors, customers and other stakeholders. Following our core values of integrity, ethics and respect to all stakeholders, I strongly believe SIPL will continue to grow, and strengthen the position of ESSAR TMT.

Through this newsletter, we plan to chronicle business news as well as personal stories from the team. I encourage everyone to contribute to make this newsletter visually with day to day life experiences, achievements and favourite moments captured by your camera/phones. There could be surprises in store as well for those contributing to the chronicle. Let us use STECOL CHRONICLE as a medium to further strengthen our bond.

My best wishes to each one of you and your family- STAY SAFE.



EXPERT TALK

Dr Shoeb S. Ahmed,
Independent Director

COVID-19, has changed the dynamics of the lifestyle of the people and the economics of the countries around the world.

Considering that it would be a while before we can have a permanent solution for Covid-19, we need to adjust to the 'new normal'. An understanding of the change in dynamics is important for India and her economy, and we need to change our lifestyles and practice social distancing and other safety measures on a day-to-day basis.

In my personal opinion, to bring the economy back on its feet, the following can be taken into consideration:

- The government should release all the pending dues of all the infra-projects completed, or those that are in the process of completion, quickly so that money can start flowing into the economy. Also, all infra projects kept on hold should be resumed and the process of implementation should be started.
- Apart from this, there is an immediate need to formulate and implement a policy on migrant labor. The sudden lockdown had left most migrant labourers in despair, forcing them to leave their city of work for their hometowns through whichever means of transport available. To enable their return, strong job & wage security should be ensured and their livelihoods must be protected. They need to be given adequate finance to support themselves in the future
- Interstate movement of goods and services; full restoration of rail services, air traffic and removal of all actions artificially put by state government is the urgent need of hour.

The challenges are enormous but not insurmountable!!



MARKET TRENDS

Babu B. Subramaniam

Joint General Manager – TMT Sales & Marketing (Chennai)

The Human race's necessity for food, clothing and shelter has evolved from primitive times to now include internet in the current lifestyle. The present construction requirements of architectural design requires latest structural techniques and improved quality construction materials.

Thermo Mechanically Treated (TMT) steel has emerged as a new generation high strength steel in the industry, with better properties when compared to Cold twisted bars.. Brand conscious customers in today's age expect top quality products and the TMT sector is no different.

The branding and positioning of a product is key to marketing in the retail segment. In India, the per capita consumption of steel is skewed, with urban areas reporting around 77kg and rural areas as low as 15kg against the world average of 259kg. The rural Indian population is large, which is also characterized by a high growth rate. About 65% of India's population lives in & around villages in rural areas. The purchasing power in rural India is on steady rise, which has resulted in the growth of the rural market.

The Indian steel output has declined by 65% from 9.02MT in April 2019 to 3.13MT in April 2020. While this can be attributed to the COVID situation, the world steel output recorded a drop of only 13% in the same period. The 3 Ls - liquidity, labor and logistics - are the key challenges faced by the industry today.

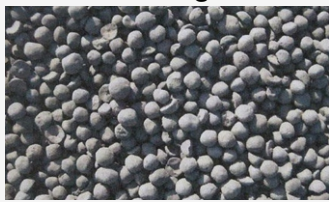
In the current scenario, integrated steel producers are exporting big volumes to countries where the output is low, such as Bhutan, Bangladesh, Taiwan, Malaysia, Vietnam, UAE, Kuwait as Russia, South Korea and Japan.

The various reformatory measures undertaken by the Government of India has to increase in the construction industry activities, which in turn will drive the steel sector.

This month output has remarkably improved and is poised to add to the growth momentum.

Foundation of Growth – TMT LIFE CYCLE

Manufacturing Process



Raw Material Sponge Iron



Sponge Iron Charging



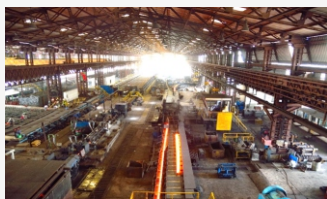
Induction Furnace



Continuous Casting Machine



Billet Convey to Rolling Mill



Rolling Mill



TMT Process



Cooling Bed

Packaging & Quality



Bundle Tag



Material Loading



Sample Bend Test



Bend Sample



Packed Bundle from 32mm Strap

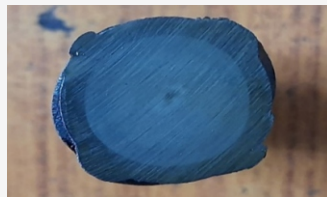
In-house testing facilities



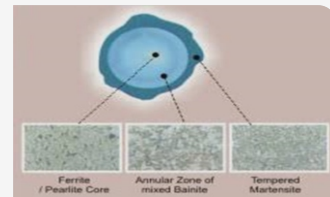
Spectrometer for Chemical Analysis



Ultimate Tensile Machine – 100MT



Essar Sample etching or Ring Test



TMT Process

Product Story



Essar TMT



Essar TMT Set



Finished Material Stockyard



Bend Material Stock

Branding & Marketing- Essar TMT Bars



COUNTER STORIES FEATURING YOUNG LEADERS AT STECOL



“Stecol has given me a platform where i could learn, enhance and build a career with professionalism. The journey with Stecol has been an overwhelming ride for me as everybody, including me, is surrounded with leaders who excel in their respective fields, and guide us with patience and trust. I will forever be obligated for being given the opportunity to be part of this family”

Yogesh Shedge,
Finance & Accounts

“A boss says "GO " but a leader says “LET'S GO”!! Leadership is an art that gives young people a platform to perform and experiment with their ideas..I'm lucky to have found leaders in SIPL, and not bosses, who give me an opportunity to give at my 100% at work without fear. My flaws and talents are both accepted and appreciated well in this organisation, making me proud and helping me maintain my zeal to work for the organisation, come what may!”



Nidhi Shah,
CS & Legal



“Stecol as an organisation has helped me shape my career in a way where I not only learnt how to grow as an individual but also grow along with my colleagues and the organisation. My colleagues and managers have supported and guided me through each mistake committed and difficulty faced. Being a part of the Stecol team has been an opportunity to learn and enhance my skills and which i will cherish forever”

Sohel Khan,
Billing & Support

“Stecol has given me a valuable opportunity that I will forever be grateful for. Since this my first working experience, working for Stecol has helped me create a base and improve my skills and knowledge, and also enhance my expertise in the field. Currently my motive is to learn new things and to enhance my productivity and efficiency while handling my responsibilities. All my colleagues have been very supportive and have helped me in every critical situation.I am very excited to face more challenges in future and hope to grow along with the organisation.”



Mageesh,
Billing & Support

LIFE AT STECOL

Annual Business Meet – Completing One Year Success



CHRISTMAS CARNIVAL



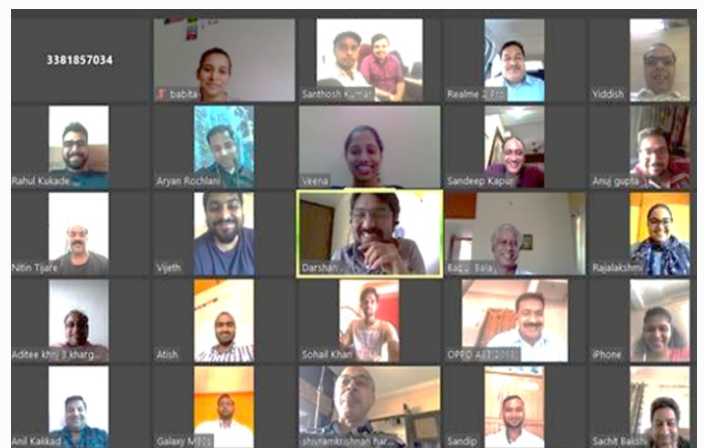
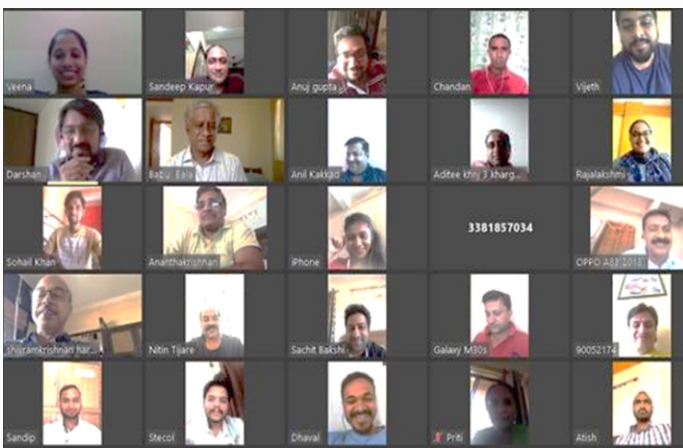
LIFE AT STECOL

WOMEN'S DAY



WORK FROM HOME DIARIES

While the pandemic hit hard on the entire world, Stecolites stood together to keep up the spirit by working from home. Each one of them made sure that they are delivering in their best way possible and supporting each other at unpredictable times.



REWARDS & RECOGNITIONS



(L-R) Ms Supriya Borhade received the 'Employee of the Year' Award; Mr Ranjith Mudi received the 'Salesman of the Year' Award

Shining Stars: Q3



(L-R) Shohel Khan, Anil Kakkad, Atish Belpande, Magesh S N, Chandan Thankor & Sandeep Dukhare from the Billing Team

Shining Stars: Q4



(L-R) Sachit Bakshi, Anuj Gupta & Nitin Tijare

CORPORATE SOCIAL RESPONSIBILITY – WE CARE!!

Making a Difference Initiative



Sandeep Dukare distributing food to poor people in his locality in Wardha, Maharashtra



Sohel Khan distributing ration kits to the people in need in his locality in Jalna, Maharashtra



Anil Kakkad distributing tiffin's at hospitals and slum areas near his residence in Jalna, Maharashtra

Stecol International Private Limited, has always been on forefront when it comes to extending its support to all kinds of social causes. As part of its Corporate Social Responsibility, Stecol has made sure to be a step ahead to support and give back to the society in every way possible!!

COVID-19 RELIEF: MUMBAI

Stecol donated 5,000 face marks - 1,000 N95 masks and 4,000 3-Ply masks to key government hospitals in Mumbai, including JJ Hospital, Sion Hospital, Kasturba Hospital, Nair Hospital, Wadia Hospital and Bhabha Hospital.



Stecol International Pvt. Ltd



Bhabha Hospital Sion Hospital



Nair Hospital



Kasturba Hospital



JJ Hospital



Wadia Hospital

CORPORATE SOCIAL RESPONSIBILITY – WE CARE!!

COVID-19 RELIEF KERALA

Stecol donated 400 PPE kits to a Government hospital at Adoor, Kerala



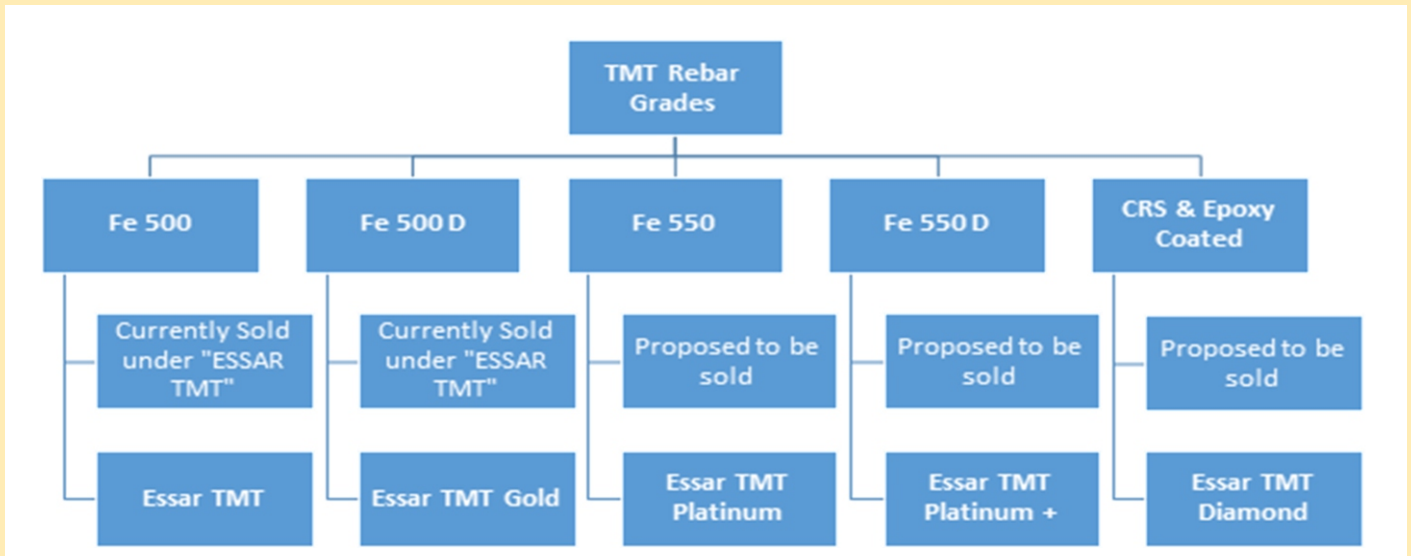
STECOL PARTICIPATES IN HOPE & HEALTH INITIATIVE

Stecol participated in Essar Foundation's Hope and Health initiative which is dedicated to nurturing underprivileged women and kids at Asha Sadan NGO in Mumbai

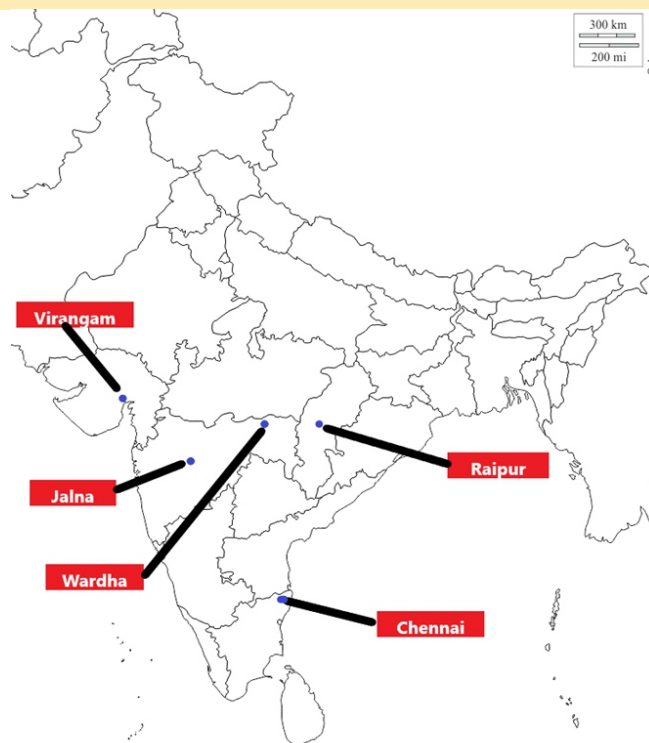


STECOL FUTURE ROAD MAP

Revised Product Grading



Stecol's Pan-India Presence



Top Customers / Service Deliverance

Urc Construction (P) Ltd
Build Impex
Ganga Iron & Steel Trading Co Ltd
Ofb Tech Privat Limited
Jain Trade Links

Vinworth Steel Pvt Ltd
Sri Lalitha Steel Distributors
Simmha Steels
Kuber Steel Corporation
Ferro Concrete Con India Pvt Ltd