



FROM THE CEO'S DESK

Shivramkrishnan. H, CEO

Dear Colleagues,

I am happy to let you know that the quarter ending September 2020 has shown a positive trend for the period ahead. There are signs of revival of the economy which is good for our TMT business.

Despite the liquidity constrained environment, we have been able to sustain ourselves in this quarter as well. I would like to acknowledge the tireless efforts put in by some of our front line warriors – especially the Billing, Logistics and Quality teams for ensuring the timely dispatch of materials to keep the wheels moving. The Sales team has also been consistently engaged with customers, which has reflected in an increase in sales figures in September. We need to take this impetus forward and work towards a powerful performance in Q3.

In Q3, the business will be rolling out key initiatives to enhance the scale and reach of Essar TMT. One such initiative is the Essar TMT Mobile Application. The application enhances the experience for the customer with ease in placement of enquiries, real time tracking of orders, and other related aspects. Other than the mobile app, I would like to congratulate Mr.Sachit and Mr.Vijeth for the roll out of Essar TMT mobile application and various other initiatives undertaken by them in the domain of social media.

As we move into the season of festivities, I wish for the best health for each one of you and your family.

Best wishes

KNOW YOUR MARKET

– INDUSTRY UPDATES

"While the Indian government is doing everything in its power to battle the virus from their end, retailers can also look up to their peers in China and Singapore to save their businesses and chart a quick road to recovery"- Capillary Technologies

"After this pandemic, we believe that Indian retailers across sizes will understand the power of omni channel digital transformation. In the long run, consumer brands particularly should increase the

percentage of their ecommerce business and deploy O2O (Online-to-Offline model) strategy of reaching consumers across touch points to prevent businesses from closing down," a study said.

The sharp rally in domestic steel prices may come to a halt with the increasing number of coronavirus cases being reported in India. Demand in the domestic sector has plummeted, requiring production cuts of up to 50%. This has forced most large integrated steel plants in the country to maintain their critical units on a standby mode.

To understand what would be required to help the industry ramp up production once the lockdown period is over, the steel ministry is seeking the help of experts. BCG, a consultant to the ministry, made a presentation on this. It suggested tax cuts and exemptions on infra spending, raising depreciation limits and moratorium on interest payment, among other steps.

According to BCG, slow pickup in the auto and construction sectors and a step-up in discretionary spending on healthcare and well-being will pose a challenge to steel demand. Also, bottlenecks in logistics, like higher handling charges and stranded load, could pose problems for a rapid scale up in supply chain after the lockdown ends.

BCG suggested "a scale up in government infrastructure projects like national infrastructure pipeline and speedy clearance of government's dues to contractors to improve working capital flows. It has also suggested reduction of consumption tax on high steel consuming sectors like auto and construction.

As part of business support related measures, it has been recommended that relaxation of non-performing asset (NPA) norms and allowing letters of credit (LC) using digital version of documents, besides steps like injecting additional liquidity and providing special short-term loans and working capital loans to firms with cash flow problems. A key suggestion is inclusion of steel in priority sector lending norms and extension of validity of licenses /NOCs, etc., for another six months to sustain operations after lockdown ends.

Of course, long-term price trends remain difficult to predict at this stage of the pandemic as nobody know when this scenario is likely to end.



Mr Ranjith Mudi,
(Zonal Head – South)

SNEAK PEAK

– ESSAR TMT OPERATIONS



Anil Kakkad & Sohail Khan at Jalna managing billing process as per new SOP issued due to pandemic.



Temp checking for all the drivers before releasing the vehicle at Jalna plant



Quality checking after the finalisation of the vehicle



MTPL Loading Supervisor



MTPL Loading point helper and loading



Left to right- Billing & Support at Wardha, Ro following the new normal practises (social distancing and mask)

ACHIVEMENTS

Stecol recently got certified by Dun and Bradstreet for the credit rating where the business was awarded with a rating of 3A3 fair.



GROWING RELATIONSHIPS THROUGH DATA

Rating Certificate

This is to certify that
Dun & Bradstreet Information Services India Private Limited (“D&B”) has evaluated

STECOL INTERNATIONAL PRIVATE LIMITED

(D-U-N-S® Number 87-194-9339)
which has been assigned a
Dun & Bradstreet Rating of 3A3.

Note: The above Dun & Bradstreet Rating relates to the Impact Report dated 22nd July 2020, issued by Dun & Bradstreet on the Rated Entity and the tangible networth has been derived based on the audited financial statements for the financial year ended 31st March, 2020. Composite appraisal “3” indicates that the overall status of the Rated Entity is “Fair”



Authorized Signatory for Dun & Bradstreet

Date: 22nd July 2020

Disclaimer: The Dun & Bradstreet (D&B) Rating must be considered in conjunction with the related D&B Report in order to avoid any wrong inferences derived by considering the D&B Rating in isolation. The D&B Rating is assigned and valid as of the date of evaluation of the D&B Report and is always subject to change on account of occurrence of any significant material events, including the availability of the latest audited financial statements, that may substantially affect the various parameters, basis which the D&B Rating has been derived.

The D&B Report includes assessment made by D&B which are based on various sources and the methodology adopted by D&B. D&B does not make any representation or warranty, whether express or implied, as to the accuracy, timeliness or completeness of any information, basis which the D&B Rating has been derived. Every business decision, to some degree or the other, represents the assumption of risk and D&B, in furnishing the Rating and the Report, does not and cannot underwrite or assume the risk, in any manner whatsoever.

The D&B Rating consists of two parts: viz.; the Financial Strength and the Composite Appraisal / Condition. Financial Strength is an indication of the tangible net worth (i.e.; the shareholders' funds less any intangible assets). The Composite Appraisal / Condition is linked to the level of risk and is an overall evaluation of credit worthiness. It takes into account the financial condition and several factors such as trade reference history, legal structure, management experience and any adverse listings.

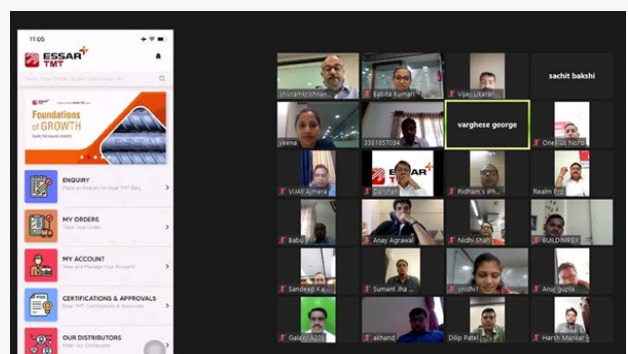
QUARTER HIGHLIGHTS

KICK START OF JAIPUR OPERATIONAL BASE



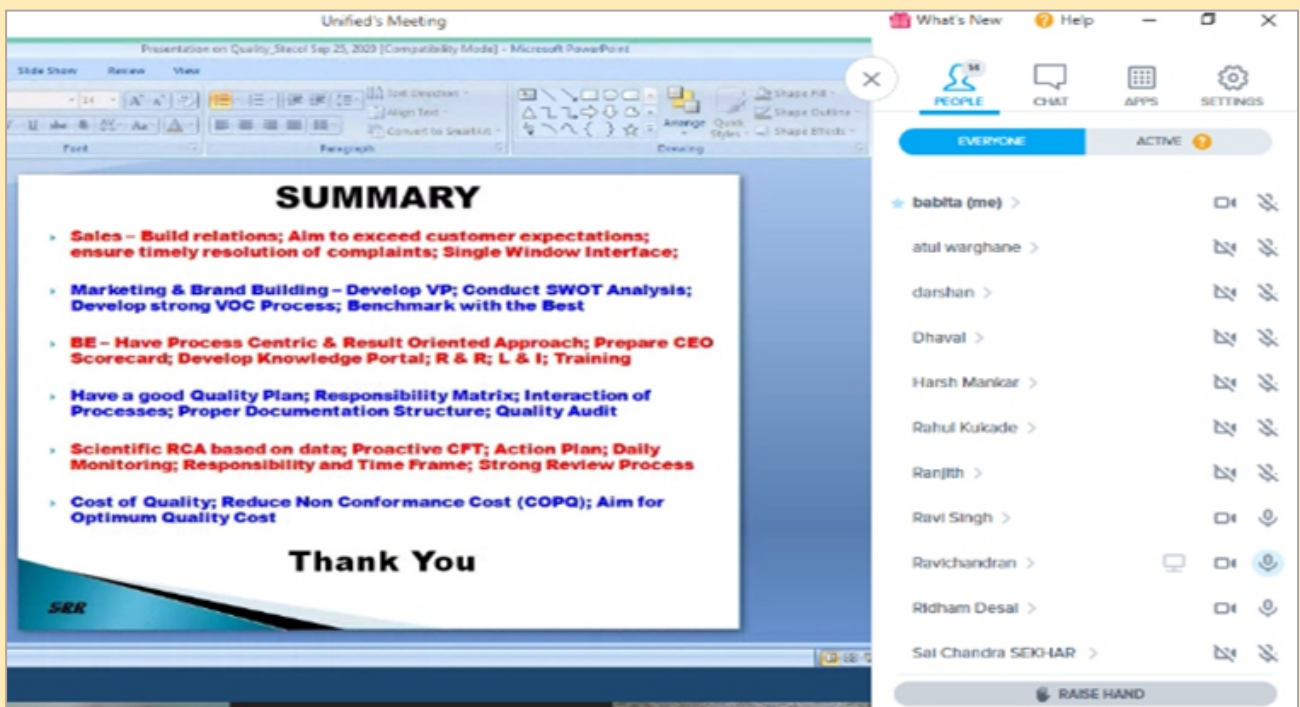
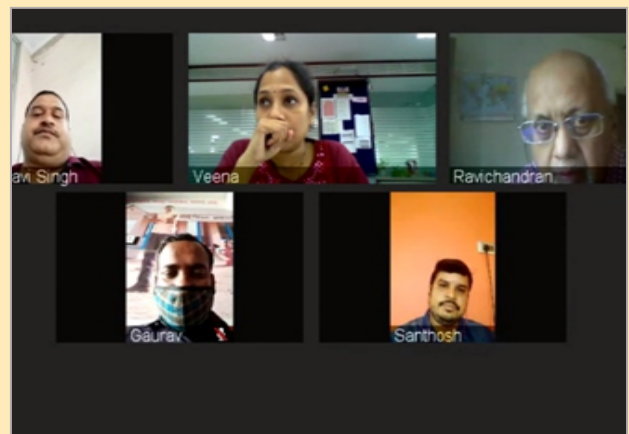
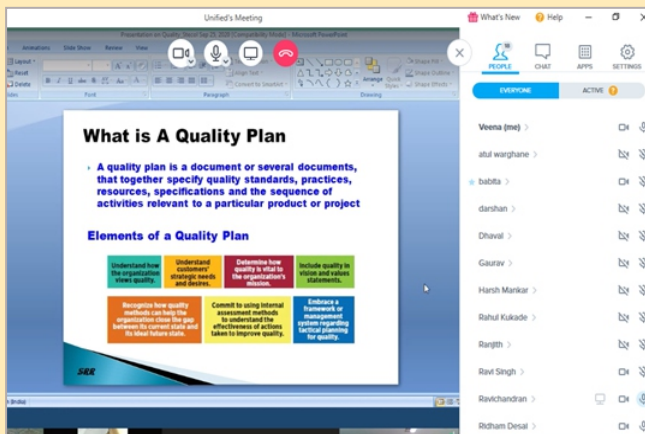
ESSAR TMT APP LAUNCH

SIPL recently launched its very own ESSAR TMT APPLICATION making the operations more viable for the customers, vendors and stecolities. The purpose of the app is to digitise the process for existing and potential Customers of Essar TMT covering the entire journey of Sales & Distribution. The grand event was covered virtually In the presence of our valued customers, internal support & the entire team of Stecol. It is now available on both, the Playstore & Appstore for everybody's convenience.



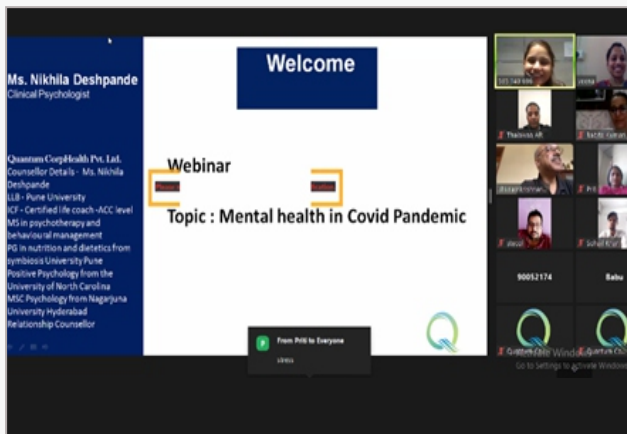
WORKSHOP ON QUALITY SYSTEM: FOR PRODUCING CONSISTENT TMT BAR

The importance of quality parameter & customer interface are 2 driving force for Stecol International Private Limited. It is imperative that we ensure that high standards of our product is continuously maintained. With the objective of ensuring that employees handling quality and sales portfolio in Stecol are upgraded with the best practices in this vertical, the business conducted a 2 days' workshop on Quality systems: FOR PRODUCING CONSISTENT TMT BAR for their quality and sales team across locations.



HEALTH & WELLNESS WEBINAR

It is said that “The greatest wealth is health” and with the current times of COVID-19 pandemic around, Stecol understands that being healthy is the ultimate solution to defeat the difficult time. To crack the bits and cracks to a healthier lifestyle Ms. Nikhila Deshpande (Faculty) joined the Stecol employees to share some DIY hacks on mental health and positive wellbeing.



HERO'S JOURNEY - PROGRAM DESIGN FOR MOTIVATION SESSION FOR SALES TEAM

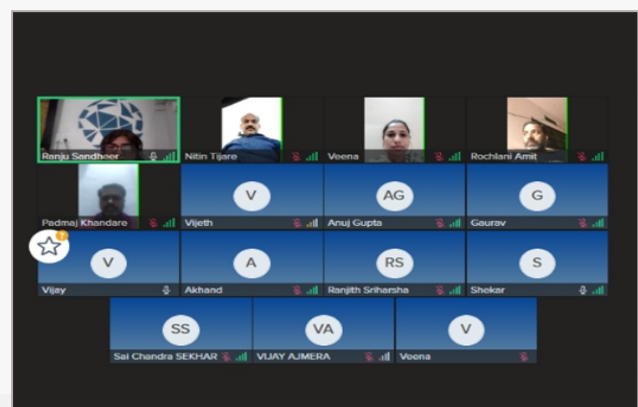
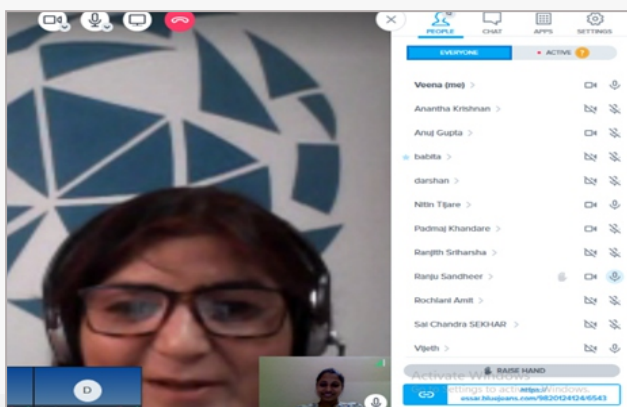
It is said that success in sales starts with commitment.

Following this Mantra, Stecol International conducted a motivational session for its sales force across location for its Key area managers.

The session was conducted by Ms Ranju, over the course of 2 hours and was divided into two parts covering-

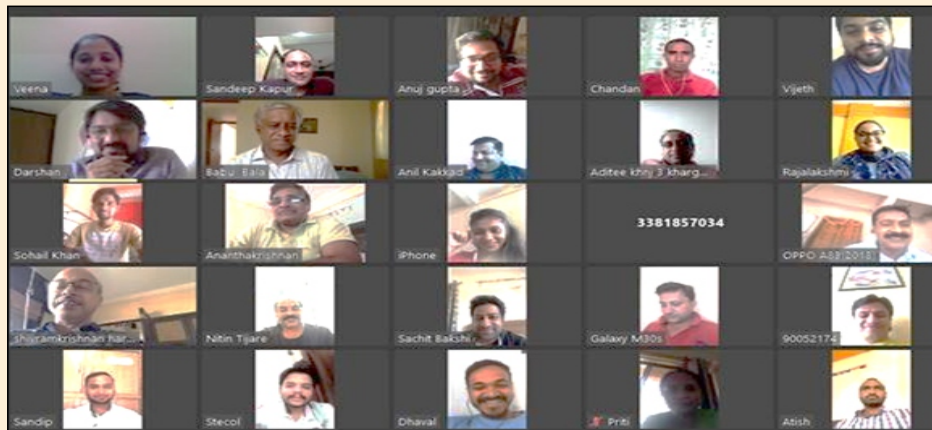
- Module 1 was dedicated to celebrating success stories of each key account manager
- Module 2 included revisiting some key critical sales activities

It started with the sharing of success stories, the intent of the programme was to motivate all the participants, while describing a Hero's journey and the various stages involved to attain success.



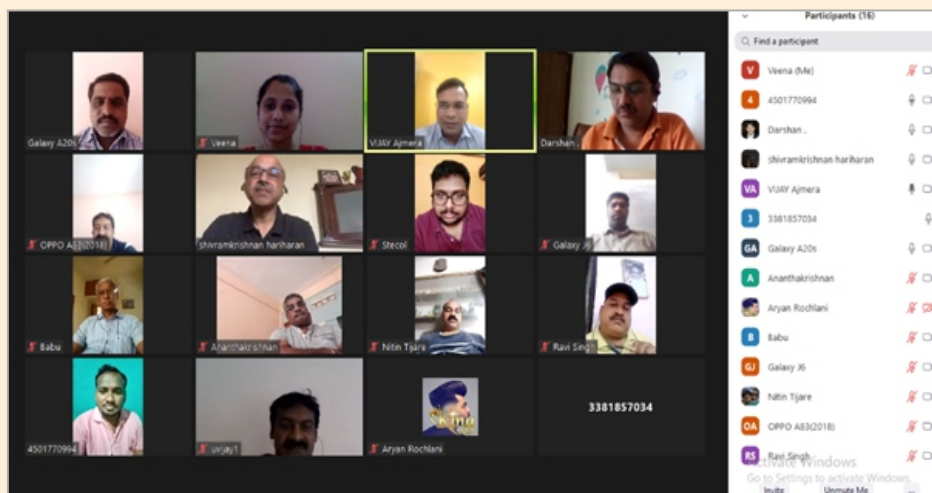
OPEN HOUSE

Quarterly open house sessions have been organised at Stecol to emphasise, understand and resolve the various concerns & issues faced by the employees across locations via a virtual call.



THE PANDEMIC ON-BOARDING

Virtual certainly has become the new normal. Following the same, Stecol welcomed its new team members via a virtual call from their respective locations. Through virtual onboarding process the new team members introduced themselves to the Stecol family. It was indeed a great platform to extend a warm welcome to the new members.



MEET THE NEW JOINEES



Sai Chandra Shekar
Regional Manager- TMT sales
(Andhra Pradesh)

I feel proud and honoured to share that Stecol has turned to be one of the best professional companies that I have been associated with. I am very fortunate to have seniors like Mr Sivramkrishnan, Mr Darshan & Mr Ranjith who have been a constant support in resolving issues and making operations run smoothly. I would also like to appreciate the HR team that keeps the employees at Stecol very engaged and active with all the initiatives.

I would like to take this platform to appreciate the opportunity of being a part of the Stecol family. Having joined as a billing executive and further extending support in the operations at the Bagru plant, Jaipur, it was been a journey filled with immense learning. I hope for continued guidance from the management and the experienced leaders to propel my career on to a better path.



Ghanshyam Tiwari
Billing Executive (Jaipur)



Vijay Ajmera
Regional Manager
TMT Sales (North Region)

As I express my gratitude, I must thank Stecol's entire management for believing in me to stand by the responsibilities assigned to me and trusting in me that I will fulfil them completely. The best experience are not seen but lived, I feel proud to be learning from the best around me.

I would like to take this opportunity to thank the Stecol management for being the most supportive team that once can expect. The positive and optimistic work attitude at Stecol makes the journey go till far. All the leaders are an inspiration to the Stecolites and I am proud to be one of them.



Padmaj Khandare
Senior Sales officer-TMT sales
(Western Maharashtra)



Gaurav Kshirsagar
Deputy Manager
TMT sales (Eastern Maharashtra)

As a valued member of the Stecol team, I would like to take the opportunity to thank the hard working and dedicated management. Throughout my tenure with Stecol so far, all the leaders have stood aside me to guide me and helped me to stick to commitment and excellence.

BIG WINS

Stecol inculcates the culture where the management ensures to extend its gratitude towards the employees who have put in hard work and showcased that extra mile efforts to set the bars high, Although the situation this quarter was unprecedented, it didn't demotivate the employees to sit back. All of them made sure to stand together and perform their responsibilities to ensure that operations run smoothly. Whereas there were few of the employees who went an extra mile to ensure the same for which Stecol has appreciated, recognised and rewarded them for the hard work put in.

SHINING STAR



(left to right) Mr Akhand Pratap - Senior manager, SCM-Incharge & Mr Sandeep Kapur - Joint General Manager - Finance & Accounts

THE RAINMAKER AWARD



(Left-right) & Mr.Vijeth Amarashetty- Regional Manager- TMT Sales (Chennai). Mr.Nitin Tijare- Regional Manager - TMT Sales (Eastern Maharashtra)

WOMEN POWER PLAY



Priti Bala
Manager - CEO's office

We are a unique generation, I believe, to have lived through a plethora of novel experiences never faced by any of our preceding generations and hopefully, none of our future generations will have to go through this. For the first time ever in the history of mankind, all the countries across the globe went under “Lockdown” to fight the pandemic in unison. In India alone, the Government ordered a nationwide lockdown limiting the movement of 1.3 billion people.

A whole range to new concepts emerged most importantly the concept of 'Work from Home' took on a concrete form. Even the education system had to align itself with changing trends and the concept of online classes took shape. There was a surge in demand for internet usage. Everything seemed to be done online right from shopping, studies, office work, connecting to people, doctors consultations etc.

We were introduced to the concepts of frequent washing of hands, sanitization, social distancing, wearing masks etc. This was going to be the 'New Normal' going forward till an antidote or cure was discovered for the virus.

For many it was a family bonding time. Families could spend quality time together. Children could enjoy company of both the parents. Though everyone may have encountered some form of physical or psychological changes in mild to extreme levels. For women though, this phase has been as usual very challenging. Not a single day passed without 3 meals a day being cooked to cater to the taste buds of the family members. Restaurants & eateries being shut down, there was no scope to skip cooking. No assistance of domestic maids, so the onus was on women to do it all by themselves.

My personal learning during the Lockdown period was quite different. With too much focus on cleanliness and frequent updates in the news about rising Covid-19 cases, I had gradually grown paranoid with an intense fear that everything around me may be infected so I developed an urge to keep cleaning, dusting and washing every item coming into the house. I was caught up in this vicious inertia and in spite of wanting to stop, I felt helpless and continued with the activities which exaggerated my stress levels and caused exertion for many days.

Ultimately, I decided to divert my mind by channelling my focus to spiritual pursuits, yoga and meditation which truly helped me get out of the paranoia. Re-connecting to old friends and discussing with friends worked as therapy. I had to deliberately practise to let go off my fears and apprehensions as whatever has to happen will happen.

If faced with a problem, believe in the higher power that runs this Universe and be grateful for the beautiful life we live. God has given us two of his valuable assets for free i.e. air and water. So it is our responsibility to keep them free of pollutants by planting more and more trees and saving water by reducing wastage. Life can be lived with simplicity we only complicate it. Accept that uncertainty is part of life and we have to evolve ourselves to live with it. We hope and pray we all evolve as good human beings.

CUSTOMERS STORIES

TOP CUSTOMERS OF THE QUARTER

Vinworth Steel Pvt Ltd



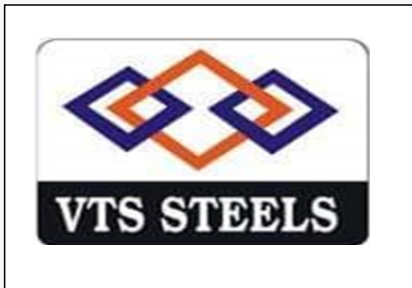
Build Impex



URC Construction (P) Ltd



VTS Steels



Maan International



Nandini Steel



JSK Corporation Pvt Ltd Shri Mahalaxmi Steel Entp LLP



Zetwerk Manufacturing Businesses Pvt Ltd



BEHIND THE SCENES

Where people are still deciding if quarantine made our lives better or not, Stecolites made sure to keep up with the productivity while working from home.



Left to right- Priti Bala with her daughter doing yoga, Santhosh Kumar with his son giving some maths lessons, Sandip Dukhare spending quality time with his kids



Left to right- B.Bala cleaning the garden, Ravi Singh during the daily chores, Vijay Ukarande constructing a perfect farm house between farms that one can dream of

QUOTE OF THE QUARTER



The Pessimist sees difficulty in every opportunity and the optimist sees the opportunity in every difficulty

Winston Churchill

Recommended by Saanvii Ramesh Thalakara