

Leader's Talk



Ridham Desai

JGM - Business Development,
Strategy & Sourcing - Mumbai

Dear Colleagues,

The end of 2021 is already upon us and time is flying by, however, it seems the year is ending on a good note start with the price of steel stabilizing and the Indian economy poised to be the fastest growing economy in the world in CY 2022. We are fortunate to build from a position of strength. ESSAR is one of the most reputed brands in the country with impeccable credentials and uncompromising dedication to product quality. However, we recognize there is much more still to be done.

Today, we are facing a truly unprecedented situation and we have all had to adapt to the new reality. The global coronavirus pandemic is affecting our families, our communities, our organizations, indeed, it affects our perspective and way of life. The pandemic, the economy, social conflict and climate-related upheavals will continue to test all businesses, including STECOL.

Heroes are born in times of crisis and all our employees have gone the extra mile putting in extra effort despite challenging personal and family situations during this time. Your contribution has made a huge difference to our company ! Well Done & Keep it up !

We would like to recognize in particular our frontline employees – factory staff (Quality, Billing, Dispatch) – your commitment and discipline are critical at this time to maintain business continuity. It is our priority to support you in this important endeavour.

The American author and historian Edward Everett Hale once said, "Together - one of the most inspiring words in the English language. Coming together is a beginning. Keeping together is progress. Working together is success."

I wish you all success in 2021. Please continue to stay healthy and safe as we embark on another successful year.

Expert Speaks - Automobile Segment in India

India is also a prominent auto exporter and has strong export growth expectations for the near future. Several initiatives by the GOI and major automobile players is expected to make India a leader in the two-wheeler and four-wheeler market in the world by 2024.

In FY21, the total passenger vehicles production reached 22,652,108.

Indian automobile exports stood at 1,419,430 units from April 2021 to June 2021 as compared to 436,500 units in April 2020 to June 2020. EV sales, excluding E-rickshaws, in India witnessed a growth of 20% and reached 1.56 lakh units in FY20 driven by two wheelers. India's EV finance industry is likely to reach Rs. 3.7 lakh crore (US\$ 50 billion) in 2030. EV market in India is likely to increase at a CAGR of 36% until 2026. In addition, projection for EV battery market is forecast to expand at a CAGR of 30% during the same period.

To keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry attracting FDI worth US\$ 25.85 billion between Apr' 2000 to Mar' 2020.

Some of the recent initiatives taken by the GOI are -

As of June 2021, Rs. 871 crores (US\$ 117 million) has been spent under the FAME-II scheme, 87,659 electric vehicles have been supported through incentives and 6,265 electric buses have been sanctioned to various state/city transportation undertakings.

In Union Budget 2021-22, the government introduced the voluntary vehicle scrappage policy, which is likely to boost demand for new vehicles.

In February 2021, the Delhi government started the process to set up 100 vehicle battery charging points across the state to push adoption of electric vehicles.

The Union Cabinet outlaid Rs. 57,042 crores (US\$ 7.81 billion) for automobiles & auto components sector in production-linked incentive (PLI) scheme under the Department of Heavy Industries.

Indian automotive industry (including component manufacturing) is expected to reach Rs. 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026.

The Indian auto industry is expected to record strong growth in 2021-22, post recovering from effects of COVID-19 pandemic. Electric vehicles, especially two-wheelers, are likely to witness positive sales in 2021-22.



Ramesh C. Kohli

Advisor - Business Development
(TMT Vertical)

Sustainable Investing - The need of the day

'Don't choose extinction'- quoted the Dinosaur at United Nations just a few days ago before COP26 (2021 UN Climate Change Conference). It is high time that we humans flick the 'green' switch and aim for at least carbon neutrality, because the ship for being carbon-negative has already sailed!



Aravind Hariharan
Deputy Manager - Finance(Mumbai)

Sustainable Investing doesn't guarantee to turn the tables in our favour but it gives us an opportunity to do so. And, opportunity knocks only once! Money makes the world go round is a renowned globally accepted belief. Now we can use the same to stop the world from going haywire.

Investing is dear to all from individuals (retail investors) to giant conglomerates because it enables us to experience the 8th wonder of this world- 'The Power of Compounding'. We invest money for generating higher monetary returns. This is a worm's eye view. We need to expand our horizons and perceive this from a bird's point of view. Investing can generate much more than mere monetary returns if it is done in a 'Sustainable' way.

Putting finance to work by investing in renewable energy, investing for the protection of flora and fauna of this planet and not investing in anything that does the slightest harm to our dear earth by increasing the global temperature is called Sustainable Investing. Sustainable Investing can be further categorized into Social Investing and Green Investing. Social Investing means investing for the welfare of the society by simultaneously ensuring that it doesn't harm the environment. Green investing is investing for the environment. We humans are still alive after waging a war with the nature for such a long time. It shouldn't be perceived as a victory but as a blessing and fading time. More than statutory audits and cost audits it is important for every organization to conduct Climate Audit to measure where their earnings are doubled and whether what it compounds is good or bad for the planet. Measuring carbon footprint is not just a fancy concept or a topic for sensible conversation anymore, it is something that every individual, household and every organization needs to do.

In the year 2020, the world had the buffer of emitting 500 billion tons of carbon-dioxide to breach the 1.5°C global warming threshold. Global emissions have already hit 80 billion tons since then. At this pace earth could breach the danger threshold as soon as 2027. The ball will not always be in our court and if we don't realize now that acting cautiously by protecting the nature in whatever way we can is the only way of living, it will be too late when we do. **Climate clock is ticking!**

Formation of Stainless Steel

When people use the term “stainless steel,” they often use it as a “catchall” term, but in reality, there are several **different types of stainless steel** with a variety of uses.

Stainless steel is an alloy that is produced by combining a variety of different base metals to create a new material. Like with other alloys, the final product is considerably stronger than each of the source materials would be on their own.

When producing stainless steel, several different materials can be used to achieve different results. These include:

1. Carbon

Stainless steel with high carbon content is much more durable and longer-lasting than other alloys. This type of stainless steel is popular for the production of food-grade utensils and cooking implements.

2. Chromium

Stainless steel made with chromium is much more resistant to corrosion, stains, and tarnishing. One well-known example of this type of stainless in use is the Gateway Arch in St. Louis.

3. Nickel

Making stainless steel with nickel improves the formability, weldability, and ductility of the material. This also improves its corrosion-resistant properties. Nickel is what allows for stainless

Primary Types of Stainless Steel

- Austenitic stainless steel
- Ferritic Stainless Steel
- Martensitic Stainless Steel

Common types of Stainless steel grades and their melting points:

- Grade 304: 1400-1450°C (2552-2642°F)
- Grade 316: 1375-1400°C (2507-2552°F)
- Grade 430: 1425-1510°C (2597-2750°F)
- Grade 434: 1426-1510°C (2600-2750°F)
- Grade 410: 1480-1530°C (2696-2786°F)
- Grade 420: 1450-1510°C (2642-2750°F)



Mustafa Khatib

Assistant Manager - Stainless Steel

Team @ Stecol: Welcoming new team members on board



Ramesh C. Kohli
Advisor - Business Development (TMT) - Mumbai

It's been a great journey so long being the part of Stecol family. The team is super energetic and dynamic to work with. I appreciate each day working here.

Hemant Chauhan

Assistant Manager - Export (documentation) - Mumbai

I'm delighted to join the STECOL INTERNATIONAL PRIVATE LIMITED. Thank you very much for the opportunity given to me. It is such an honor to have been selected for this position. I have always had a lot of respect for the work the company does, and I am looking forward to grow my career further with Stecol International Private Limited.



Khushboo Solanki
Assistant Manager - Accounts - Mumbai

It is an honor to work here and be part of such a great group of people. I appreciate all that you do, it has been my pleasure to work for such a wonderful company, with wonderful leadership. I am so happy to be here and absolutely love the people I work with.

Team @ Stecol: Welcoming new team members on board



Riya Gupta
DY Manager - HR - Mumbai

It's my pleasure to be the part of Stecol. I joined few months ago but the aura around makes you feel the part of it from the very first day. It's been awesome. Happy to say that the manager and the team are super supportive and always up to provide the required guidance. Thank you for choosing me as a part of Stecol Family.

Devilal Purbiya
Quality Executive - Jaipur

I am grateful to work with the company. As I joined this organization I have an opportunity to learn more about quality and nearly production planning, dispatch of finish goods. My colleagues are very kind nature and helping out me at workplace.



Amit Tawde
Manager – Logistics & Operations - Mumbai

It really been nice to join the young and energetic team along with senior management to guide the energy into right direction. Joining during the festive season of Diwali was even more fun filled. Promising journey so far and looking forward to more.



Team @ Stecol: Welcoming new team members on board



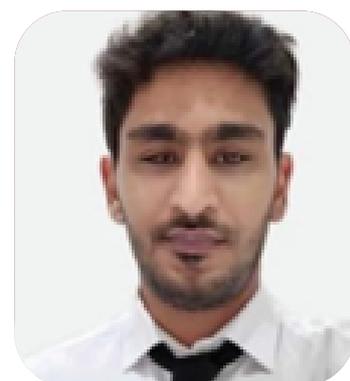
Ganesh Sakpal
Senior Logistics - Mumbai

I am very thankful to be a part of Stecol International Private Limited. The Team is super cooperative and helpful.

Mustafa Khatib

Assistant Manager - Stainless Steel - Mumbai

It's been a few months since I started my journey with Stecol where I came across an employee-friendly business environment where the leaders, HR, and colleagues are very supportive. Stecol has allowed me to enhance my skills. It has been a productive journey so far for me hope to continue the same for many more years to come.



Nitin Sakpal
Account Executive - Mumbai

It's been a while working with Stecol. I am thankful to the management to provide such a wonderful opportunity. It has given me a chance to enhance my skills.

Operational Highlights

New Vendor Tie-ups

We are delighted to have few more mills added to our portfolio. With the upswing and thriving demand of our products, we set up our new operational base at Surat in Gujarat and Gwalior in Madhya Pradesh to serve the rising demand of Essar TMT Bars.

Surat, Gujarat



Gwalior, Madhya Pradesh





SIPL holds two-day Sales Review Meet in Mumbai *Employees gain insight on market trends, future growth plans*

Stecol International Private Limited (SIPL), dealing in Essar TMT bars and other steel products conducted two-day Sales Review Meet at Mumbai Corporate office - Essar House on 21st & 22nd October, 2021.

The event provided an ideal platform for gaining business insights, knowledge sharing and discussions on future growth plans and market trends. The whole idea behind the sales review meet was to review the progress of Essar TMT and other product line and to uplift and motivate the team to accomplish the targets set for the FY 2021-22.

The meet became very significant as employees across functions i.e Sales, F&A, Logistics, Quality, Billing & Ops who from all India locations attended the meet.

The event was inaugurated with warm opening and encouraging speech by SIPL CEO – Mr. Shivramkrishnan Hariharan. He also shared the success story of Stecol till date, which would not have been possible without the dedication and contribution of every team member at SIPL. Mr. Ramesh Kohli – Business Head (TMT Vertical) shared rich insights with all about the current market situations and how to gain ground in the market with different plans and updates. The day concluded with a presentation by the Sales Team, where they presented different statistics about the markets and sales.

Day two of the meet commenced with detailed discussion on Structural Steel segment, its parameters, market presence and distribution. The same was presented by Mr. Sunil Sharma, Head-Business Development (Structural Steel & Exports).

SIPL holds two-day Sales Review Meet in Mumbai

Employees gain insight on market trends, future growth plans

As the presentation was about to conclude, Mr. Prashant Ruia paid a visit to the meet and was briefed about the progress of the business by Mr. Hariharan. He also apprised Mr. Ruia about the automation and digitalisation platform and mobile app available to the stake holders of Essar TMT. Mr. Ruia was delighted about the achievements of the team and said "fantastic, keep up the good work" to the team. The key management team was introduced to Mr. Ruia on the occasion.

Thereafter, team members from various functions like Sales, Quality, Human Resource also presented their key deliverables and operational highlights achieved till date and shared their thoughts on future plan for the financial year.

Stecol appropriately rewards and gives due recognition to all its employees through various awards such as The Rainmaker Award, Shining Star Award and Spot Offer Award for their business foresight and entrepreneurial instinct. The sole objective of these awards is to motivate and acknowledge the employees who go that extra mile to achieve their targets. The meeting was concluded with felicitation of outstanding performers. The awards were presented to below team members:

- Mr. Anuj Gupta – Regional Manager TMT Sales (Gujarat)
- Mr. Vijay Ajmera – Regional Manager TMT Sales (North Region)

The event concluded with an interactive open house session where Mr. Hariharan, Mr. V. Ananthkrishnan – CFO and Mr. Kohli, along with Ms. Veena Poojary – Head HR addressed all the concerns and queries of the team.



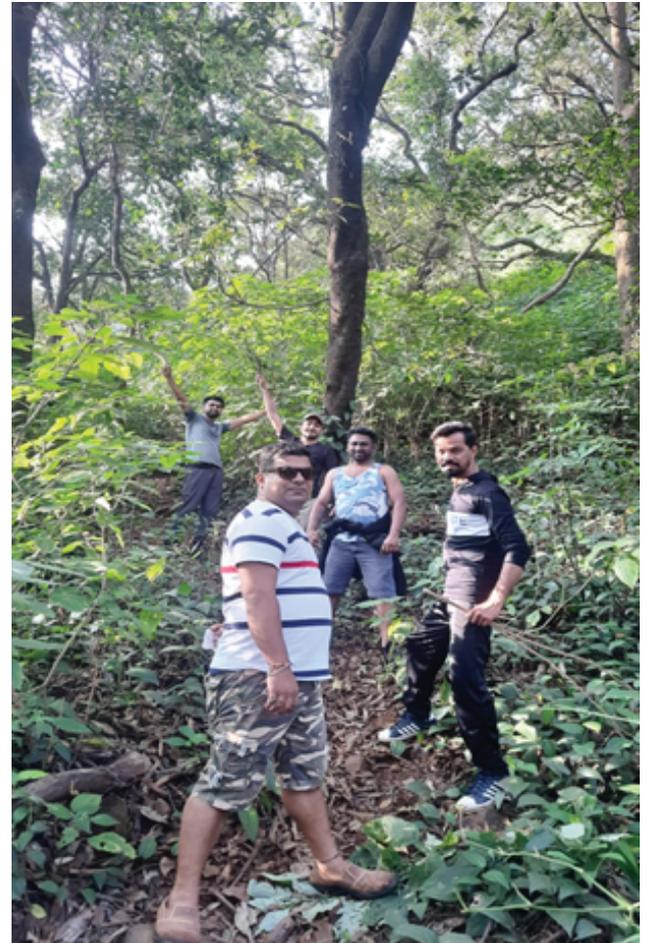
A day out with our beloved CEO, Mr Shivramkrishnan H

Stecol organized an offsite for its employees on 26th & 27th November 2021. The getaway was at Kamshet, a village close to Pune, a place nestled in the lap of nature to relax and rejuvenate.

We were ecstatic with the presence of our dynamic and enterprising CEO Mr. Shivramkrishnan Hariharan who participated in almost all the activities.

The evening was well spent with some good music and barbeque. The team took on the stage to demonstrate their talent with impromptu dance performances, singing and some outdoor games as well. Employees also got an exposure to trekking which was a great experience. The task was difficult for some but employees pushed themselves beyond their limits and ensured that the trek was completed.

The view from the top of the cliff was divine. It was worth for all the efforts taken to reach the top. The trip concluded with a lot of good memories and an unbreakable bond between the team members.

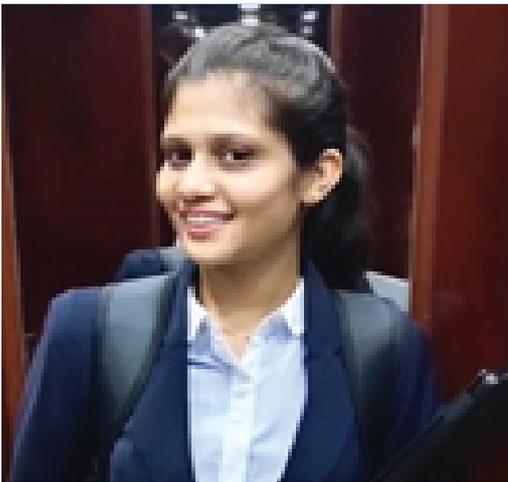




Rewards Recognition

Ongoing employee appreciation has been a mantra at Stecol. Stecol has a culture where the management ensures to extend its gratitude and appreciation to its employees on a regular basis. Though none failed to deliver the best they can, whereas there were few of the employees who went an extra mile to ensure the best work around for which Stecol has appreciated, recognised and rewarded them for the hard work.

Shining Star Awards



Nidhi Shah
DY Manager
CS & Legal (Mumbai)



Santosh Kumar
Manager
Quality (Chennai & Kuppam)



Atul Warghane
Deputy Manager
Quality (Wardha)



Harsh Mankar
Assistant Manager
Quality (Wardha)

Special Recognition – The Rainmakers:

A special award was announced to the sales team (TMT Vertical) for booking the highest sale order in one single day during the eve of Diwali 2021.

Sr No	Empl Name	Designation
1	Ranjith Mudi	Zonal Head - TMT Sales (South)
2	Vijay Ukarande	Regional Manager - TMT Sales (WM)
3	Anuj Gupta	Regional Manager - TMT Sales (Gujarat)
4	Nitin Raghunathrao Tijare	Regional Manager - TMT Sales (EM)
5	Amit Rochlani	Regional Manager –TMT Sales (Chhattisgarh and MP)
6	Vijeth Amarashetty	Regional Manager –TMT Sales (Karnataka & Kerala)
7	Vijay Ajmera	Regional Manager- TMT Sales (North Region)
8	Bipin Jha	Dy Manager - TMT (South Gujarat)



Its Festive Time: Glimpse of Navratri and Diwali 2021 celebration across sites:

We treat our team as a family and a family celebrates every moment together. Here are some of the glimpse of Navratri and Diwali Celebrations.

Navratri



Diwali

