

# STECOL CHRONICLE

## MANAGEMENT SPEAK



### FROM THE CEO'S DESK

Shivramkrishnan Hariharan  
CEO

Dear Colleagues,

Stecol International Private Limited has started out FY2022-23 with a firm resolve to scale up businesses along all verticals, essentially comprising of Essar TMT, Stainless Steel (Flats & Longs) and Structural Steel (Downstream & Merchant Trade).

Each vertical has immense potential to deliver large scale performances. With a committed team of leaders at the helm of each vertical and an equally committed team of colleagues, I am sure that we will surpass our stated ABP of Rs 1,100 cr for FY2022-23.

Over the past year, we have fortified our team to our current strength of 60 professionals.

Our foray into the stainless steel business has also been well received.

“Essar Structural Steel” is an area of focus for the year ahead of us, with the team working on scaling this new vertical.

We have actively contributed to the society through our CSR initiatives and will continue to be driven in this area with a monthly calendar across all locations.

Our core values of integrity, ethics and respect to all stakeholders will be the cornerstone of our business principles, and we will continue to grow and strengthen our foothold on the basis of these fundamentals.

My best wishes to all of you and your family.

Warm regards,

# EXPERT TALK

## LOGISTICS SEGMENT IN INDIA

The logistics sector undoubtedly plays an integral role in any sector's supply chain. Whatever the industry, be it healthcare, hospitality or manufacturing industries, transportation companies play a key role in connecting organisations to clients. In fact, through the pandemic, the logistics industry has emerged as a key contributor with the movement of liquid medical oxygen, medicines, life essentials, etc.

The Indian logistics sector is a fast evolving industry. However, this exponential growth is not without challenges. Like in all other industries, transportation logistics players are facing tremendous challenges due to a shift in consumer expectations, technological changes, and new and stricter regulations. It also hasn't helped that the COVID-19 pandemic has caused major disruptions everywhere and across industries.

Transportation by road is the primary mode of freight cargo transportation in India. Nearly 60% cargo moves by road. Owing to over-saturated rail networks and high rail tariffs, a mere 32% cargo moves by rail. Although majority of the supply chain moves by road, it is not without a fair amount of hiccups. Road transportation proves to be quite inefficient because of poor road infrastructure, multiple checkpoints, and congestion. This translates into logistics companies losing out on a lot of time and money. In a nutshell, even after taking into consideration extra delays, more unforeseen delays cannot be ruled out. Fuel cost is one of the biggest challenges faced by the transportation companies in the Indian logistic sector. Logistics costs can easily reach 50% of total costs in some industries, and rising fuel prices only exacerbate this problem. India's logistics cost is estimated to be about 14% of its GDP. For most developing countries, the cost is in the same range. However, the logistics cost is considerably low for developed countries and it lies within the range of 8-10%.

Even with these challenges, the global transportation industry is predicted to grow at a CAGR of 3.4% through 2027, reaching a value of \$7.8 trillion by 2027. Across many sectors in the transportation industry (including logistics, rail, trucking, infrastructure, and passenger vehicles), there are trends in technology and micro mobility that will likely shift the way we think about transportation in the coming years. Reasons cited for this predicted growth are an increase in global trade activities in developing economies, a rise in trade-related agreements, and advancements in information technology and transportation. The Government of India has also taken various initiatives to improve logistics, like Sagarmala, Bharatmala, Dedicated Freight Corridors (DFCs) amongst others, are under different stages of implementation. Besides, regulatory and process related reforms like paperless EXIM trade process through E-Sanchit, faceless assessment through Turant Customs and introduction of mandatory electronic toll collection system (FASTag) have contributed to increasing the efficiency of the logistics sector.

It is up to logistics players to come forward and contribute to the growth of the country by investing in new technologies like GPS tracking, information management systems, automation, etc, and work towards cost optimisation, hire trained staff, learn from competition, redefine SOP, etc. This will lead to reduced cost, increased customer satisfaction, and stronger industry reputation.



**Mr Amit Tawde**  
Manager – Logistics & Operations

# INDIA HAS MORE WOMEN THAN MEN: IT'S TIME TO TALK ABOUT WOMANHOOD



**Dr. Bhavya Vankar,**  
Health & Wellness Expert

Two months ago, I stumbled upon an article on The Guardian stating, “India has more women than men for the first time in its recorded history and is no longer experiencing a population boom, according to a government survey that indicates significant societal shifts in the country”.

While me and my colleagues at Quantum, a women-centric organisation, couldn't be happier reading the caption, her mind rushed towards the phase of womanhood, a period post childhood puberty and adolescence.

Such insights are derived from a societal shift at a grassroots level, but also causes a rise in issues around womanhood.

Following are some of her insights on issues associated during womanhood-

- ◆ Proper guidance and training at a young age with respect to personal hygiene, education about common ailments, reproductive issues, birth control methods, hormonal imbalances, etc. is essential
- ◆ Serious consideration should be provided towards osteoporosis which can cause disabilities and restriction in movement of joints as a woman ages
- ◆ Heart condition should never be discounted as post the age of 45, the prevalence of heart diseases in females appears to be the same as males

Some of her tips on dealing with basic womanhood related health issues-

- ◆ It is important to prioritise 'me time'
- ◆ One should quit self-criticism and move on towards positivity and bettering themselves
- ◆ Exercising and meditation is important
- ◆ Sleeping for 7-8 hours a day is ideal
- ◆ Undergo regular health check-ups and consume medication as prescribed

*About the author: Dr Bhavya Vankar is a health and wellness expert. She pursued her MBBS degree from Mumbai University and is currently serving as a Director with Quantum Corp Health Pvt Ltd. She has also been an LIC Panellist with 20 years' experience.*



# BUSINESS HIGHLIGHTS

## GLIMPSE OF OPERATIONS

With the upswing and thriving demand of our products pan India (especially for Essar TMT Bars), Stecol now has operational base in nine different locations in India to serve customers.

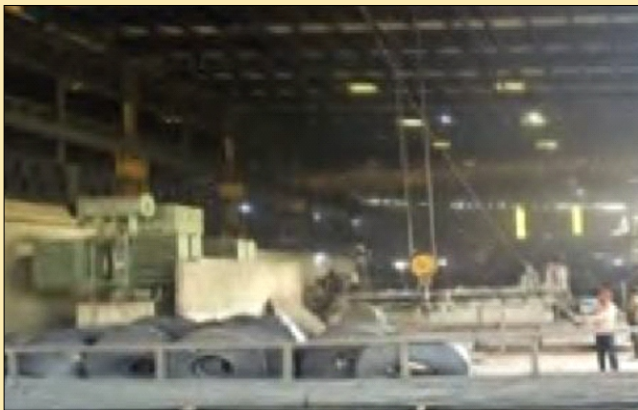
Surat (Gujarat)



Gwalior (Madhya Pradesh)



Bhilwara (Rajasthan)



Kuppam (Andhra Pradesh)



Jaipur (Rajasthan)



Chennai (Tamil Nadu)





## Wardha (Maharashtra)



## Samakhiali (Gujarat)



## Bhilwara (Rajasthan)



# Annual Business Plan Meet FY 22-23 in Mumbai

## Planning the roadmap to meet the target

Stecol International Private Limited (SIPL), dealing in Essar TMT bars and other steel products, conducted its Annual Business Plan Meet for two days at the Mumbai Corporate office - Essar House on 11 & 12 April, 2022.

The thought behind the ABP meet was to review the sales of Essar TMT and other product line, and to uplift and motivate the team to accomplish the targets set for the new FY 2022-23.





The event was inaugurated with warm and encouraging opening speech by Mr Shivramkrishnan Hariharan, CEO. He 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. This was followed by an update presentation by the logistics team, along with their plans for new financial year. The day concluded with a presentation by the sales team, where they presented different statistics and data.

Day two of the meet commenced with detailed discussion on the Structural Steel segment, its parameters, market presence and distribution. The same was presented by Mr Sunil Sharma, Head-Business Development (Structural Steel & Exports). Thereafter, team members from various functions presented their key deliverables and operational highlights achieved till date and shared their thoughts on future plan for the financial year.

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



## Knowledge sharing session by In-house expert

### A session on work-life balance by Mr Dominic Dsouza (General Manager, Essar Foundation)

As we move out of the pandemic, which disrupted usual lives for over two years, Stecol International Private Limited realised that it was important to get employees to reflect on their lives, and help them prioritise their responsibilities, increase motivation. It is essential for employees to blend their work life and personal life, rather than just balance it.

Keeping these at the core, the business conducted an immersive session for its employees with the theme "I WANT TO BE ALL THAT I WAS CREATED TO BE". The session was conducted by Mr Dominic Dsouza, General Manager, Essar Foundation. The 2-hour session was attended in-person by Stecol employees based out of Mumbai, and via Microsoft Teams for the on-location employees. Additionally, members of the Essar Foundation Team were also present.

Mr Dsouza started the session by sharing his own life journey, from his childhood to experiences at Essar. He emphasised on the importance of imbibing strong values and team work. The session then steered towards attendees discussing personal aspirations and devising strategies to blend professional aspirations with personal life. Eventually personal anecdotes were shared by all, which helped the team bond better.





# EMPLOYEE CORNER

## New Joinees



**Mr Shailesh Kumar Bhatnagar**  
Advisor – Business Development and  
Strategy (All Product Line)  
Delhi



**Mr Sunil Kumar**  
Manager - Sales & Marketing  
(Structural Steel)  
Gurgaon



**Mr Umesh Agarwal**  
Regional Manager - Sales & Marketing  
(NCR & Western UP)  
(TMT Vertical)



**Mr Vijay Shankar Singh**  
Regional Manager - Sales & Marketing  
(Eastern & Central UP)  
(TMT Vertical)



**Mr Rohit Kumar Gupta**  
Deputy Manager – Finance  
(Corporate office)



**Mr Neeraj Kumar**  
Billing Executive  
- Gwalior



**Mr Shani Patel**  
Billing Executive  
– Surat



**Mr Rakesh Shishupal**  
Executive - Accounts & GST  
(Corporate office)

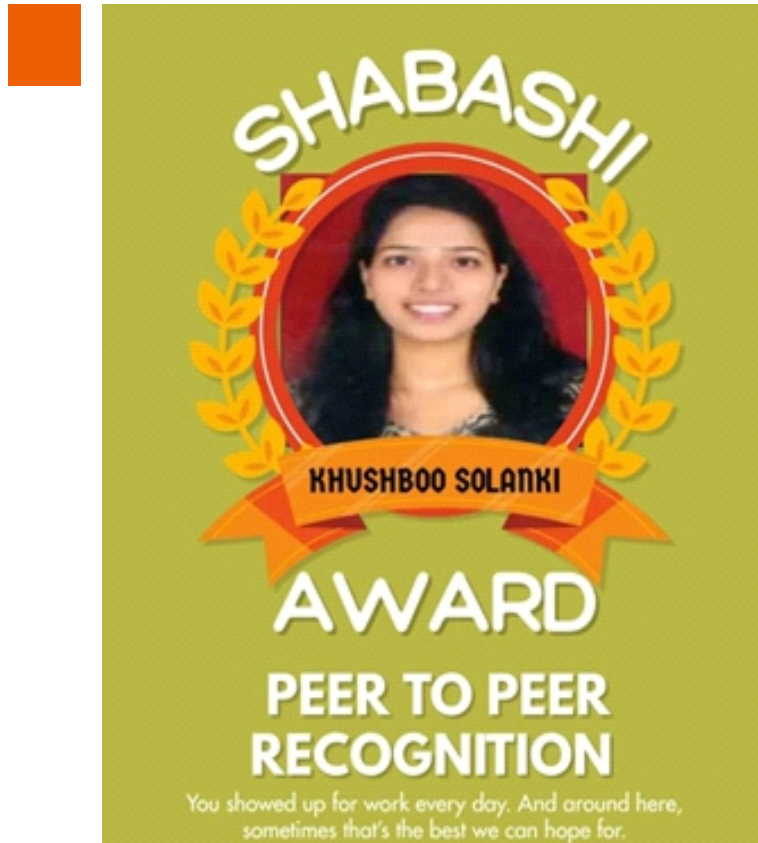


**Mr Raja K.**  
Regional Manager  
– Sales & Marketing (Tamil Nadu)  
TMT Vertical



## Rewards & Recognition

Ongoing employee appreciation has been our mantra at Stecol. We have a culture where the management ensures to extend its gratitude and appreciation to its employees on a regular basis. Though all at Stecol deliver, we felt the need to recognise, appreciate and reward the few employees who went the extra mile.



### PEER TO PEER RECOGNITION – SHABASHI AWARD

**Ms Khushboo Solanki**

Assistant Manager – Accounts

Finance & Accounts

Corporate Office - Mumbai

## Work Festivities

The Stecol family came together on several occasions to celebrate Christmas, Holi & Women's Day.

Christmas celebration  
at Essar House, Mumbai



Women's Day celebration  
at Essar House, Mumbai



Holi celebration at Essar House, Mumbai



## Our extended family

Miss Maanvi Gupta, daughter of Mr Anuj Gupta (DGM – Sales & Marketing (TMT) – Gujarat), shines with Star performance in CREST Olympiad exam 2021-2022 for Grade Prep/Sr. KG.

She appeared for 3 subjects therein; CMO for Mathematics, CEO for English and CSO for Science. Maanvi scored 100% in all her subjects and therefore, was awarded with a star medal and certificate.

The Crest Olympiad is a pioneer in its focus to help students become well-rounded individuals who can think critically about problems from multiple perspectives, with a strong emphasis on conceptual knowledge.





# CSR CORNER

## STECOL extends support to Sri Kamakshi Trust for procuring ambulance, Karjat, Maharashtra



Stecol recently extended support to Sri Kamakshi Trust by contributing to the cost for procuring an ambulance.

Mr Parthasarathy and Mr Ramnathan, trustees of Sri Kamakshi Trust, visited Essar House on 14 February 2022 for an informal interaction with the Management Team of Stecol, and presented the latter with a token of appreciation and a 'Thank You' note.

Sri Kamakshi Trust is a registered and non-profit charitable trust. They have recently set up Prem Kutir, Karjat - a home for senior citizens from middle and low income background. The Trust was in immediate need of an ambulance to provide medical assistance to its residents and nearby villagers.



## The Hindu Women Welfare Society – Shradhdhanand Ashram, Mumbai, Maharashtra

The CSR Team at Stecol decided to bring cheer and joy to the children at The Hindu Women's Welfare Society, popularly known as the Shradhdhanand Ashram, at Matunga in Mumbai.

As per their requirement, Stecol funded Rs 1 lakh for the procurement of Projector with a screen and sweaters for all the residents. Team Stecol visited the organisation and met the thoroughly dedicated staff, trustees and children. The Chairman, Shri Sunil Desai, briefed about the activities of the organisation and was later taken around by the Superintendent, Ms. Sindhu Nambiar.



It was a touching moment for each one to meet the smiling children and spend some quality time.

## A Helping Hand extended to the Senior Citizens of Badhte Kadam – Raipur, Chattishgarh

Stecol family always cares for the society and their welfare. Thus, as part of our CSR initiative, Stecol was blessed with the opportunity to extend its support to senior citizens who are in care of Badhte Kadam.

Badhte Kadam provides impetus to various philanthropic initiatives such as eye, blood and health check-ups, old age home (Sanjeevani Vrudhashram), ambulance service, and services for the mentally unstable etc. We gathered information that Badhte Kadam were in need of bed sets for the old-aged people. Stecol initiated the process of acquiring the requirement and helping the elderlies in their hour of need.

Mr Amit Rochlani, Regional Manager – TMT Sales (Raipur, Chhattisgarh), personally visited the place and handed over the requirements of the care home. He spent some quality time with the residents of the care home, and said that it was an amazing experience. As quoted by Amit --- "I was emotionally touched to see that senior citizens, who have nothing but their smiles, can fill the heart of anyone would spend time with them".





## Stecol supports Jaipur NGO with infrastructure

Stecol extended their support to Surman Sansthan, an orphanage in Jaipur, Rajasthan, to fulfill their requirement of bunk beds and Aquaguard RO unit.

Surman Sansthan was registered in the year 1998 and over the years has helped 567 children reunite with their family. Currently there are 110 children and 103 of them are receiving education.



## Stecol supports Nana Palkar Smruti Samiti, Thane, Maharashtra

Stecol International Private Limited (SIPL) takes keen interest in supporting the needy through its CSR initiative – 'We Care'.

We recently extended support to Nana Palkar Smruti Samiti for the procurement of wheelchairs, commode chairs, aluminium walkers with wheels & crutch pairs.

Nana Palkar is into providing services of medical equipment for home-use for patients getting discharged from hospital and who need temporary support at home. Equipment such as oxygen machine, fowler bed, wheelchair etc. are provided to those in need at very nominal charges.

Mr Prateek Pathak (Business Head – Stainless Steel), Mr Aravind Hariharan (DY Manager – Finance), Mr Yogesh Shedge (Officer – Accounts) & Ms Supriya Borhade (Officer – Accounts) visited the place personally and handed over all the procured requirement to the NGO.



## Stecol helps Friends Care Foundation with renovation of their premises

Stecol family always stand with the society for their welfare because we care. As part of our 'We Care' initiative, we extended our support to the senior citizens of Friends Care Foundation.

We were informed that Friends Care Foundation was in the immediate need of the renovation of their kitchen and dining area. Stecol initiated the process of acquiring the requirement and helping the aged in their need with chairs, bore well & water tanks.

Friends Care Foundation is focused in Orphanage Support, Child Rights, Education Support, Old Age Support, Women Empowerment, Calamity Relief, Medical Support, Care of Birds & Animals, etc



## Let's Educate for a Better Life – A CSR Activity done at Seva Bharathi, Hyderabad, Telangana

Every step counts, small or big! Stecol took a small step towards the education of students with the help of an NGO. We searched and came across an NGO - Seva Bharathi - that helps students who are keen to learn but unable to achieve their dreams because of financial issues.

Stecol gathered information regarding the financial requirements for the training of General Duty Assistance course for the students requiring assistance. We at Stecol extended our support with an aim of educating and promoting a better life for these students.

Mr Ranjith Mudi, Zonal Head – TMT vertical (South), visited them personally. He was introduced to the Seva Bharathi Team by their president, Mr Durgareddy, & Program coordinator, Mr Srinivasan, who took him around the institute. In the words of Mr Ranjith Mudi “with this support from Stecol, we hope that the students are able to complete the training, get suitable placement and settle down in life”.





## Stecol helps children orphanage in Gummidipoondi, Chennai

As a part of our 'We Care' initiative, Stecol recently partnered with an orphanage named Anna Arakkattalai in Gummidipoondi (Chennai) to help them with their requirement of utensils; like steel plates, tumblers, tiffin boxes, water bottles & water storage cans and also with gas stoves & water purifier.

A team of Stecol International Pvt. Ltd. visited Gummidipoondi to handover all the requirement of the orphanage. They also spent time with the children there and discussed about their dreams.



## Stecol supports Jeevan Jyot Cancer Relief & Care Trust, Mumbai with meals

Stecol partnered with Jeevan Jyot Cancer Relief & Care Trust, Mumbai, to support meal of cancer patients in 3 different hospitals - Tata Cancer Hospital, JJ Hospital & St. George's Hospital.

The 'Jeevan Jyot' trust founded by Mr Harakhchand Savla now runs more than 80 humanitarian projects. Over the past three decades, he has been selflessly serving cancer patients and striving hard to make life easier for the patients & their families. It is estimated he has served over 1.8 Lakh cancer patients till date!

A team of eight members from Stecol - Mr Amit Tawde, Mr Sachit Bakshi, Ms Nidhi Shah, Ms Khushboo Solanki, Mr Nitin Sakpal, Mr Mustafa Khatib, Mr Hardik Raval & Mr Ganesh Sakpal visited JJ Hospital and St. George's Hospital to serve the patients there.

