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Prime InsightsTM

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A Magazine For C - Level Personality

The **10**
MOST RELIABLE
TMT BARS
MANUFACTURERS
IN INDIA, 2025
Prime InsightsTM

V. ANANTHA KRISHNAN
CFO OF ESSAR TMT

ESSAR TMT

FORGING INDIA'S FUTURE WITH **UNBREAKABLE TRUST**
AND **EARTHQUAKE-RESISTANT** STRENGTH



V. Anantha Krishnan
CFO of ESSAR TMT



ESSAR TMT

**FORGING INDIA'S FUTURE WITH UNBREAKABLE TRUST AND
EARTHQUAKE-RESISTANT STRENGTH**

Did you know that the seemingly simple steel bars inside our buildings are engineered with incredible precision even to withstand earthquakes? *The Indian steel industry, particularly the TMT bar manufacturing sector, is a critical backbone of the nation's infrastructure development, contributing significantly to the national economy and playing a vital role in infrastructure projects.*

Essar TMT - "Vishwas Atoot Shakti Ka"



Neeru Abrool,

Independent Director; Ex -CMD National Fertilizers Limited;
Ex - GM F SAIL

Amidst this dynamic market, **ESSAR TMT, marketed by Stecol International Private Limited since 2018**, has emerged as a leading brand, recognized for its high-quality products and efficient service. The foundation of ESSAR TMT's success lies in its commitment to utilizing the best technology to produce and supply high-quality long steel products — TMT Rebars and Structural — across construction, infrastructure, and other sectors of the economy.

The company is led by CEO - **Shivramkrishnan H.** with CFO **V Anantha Krishnan**. The company's operations are guided by a robust team including **Ramesh Chandra Kohli** head Marketing and Sales, **Ridham Desai**, Business Development Head, and governed by experienced Independent Directors - **Dr. Syed Shoeb Ahmed** (Ex SAIL Director & Marketing Head) and **Ms. Neeru Abrol** (Independent Director; Ex -CMD National Fertilizers Limited ;Ex - GM F SAIL). Their collective experience and leadership, adhering to the principles of transparency, fairness, responsibility, and accountability, provide a strong framework for the company's growth and ethical business practices.

ESSAR TMT leverages its pan-India presence through strategic tie-ups to deliver quality TMT within timelines,

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“The bedrock of Governance is based on four principles- Transparency, Fairness, Responsibility and Accountability which enable sustainable development and growth of any Organization. Stecol ensures that these core principles are followed at all times.”

“With almost four decades of exposure and experience in manufacturing sector, I am delighted to see that ESSAR TMT has emerged as a brand leader in this market segment”

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honouring commitments despite market volatility. Their BIS certified advanced manufacturing facilities ensure compliance with IS 1786, producing TMT Rebars with uniform strength, flexibility, and resistance to earthquakes and corrosion. Backed by a dedicated team of quality engineers and independent third-party inspections by SGS/RITES, ESSAR TMT offers a diverse product range including standard and specialized grades of TMT bars (Fe 500, Fe 500D, Fe 550, Fe 550D, EPOXY, CRS) and structural steel (MS angle, channel, and beam), meeting the diverse needs of the construction and infrastructure sectors and gaining approval in various marquee projects. Their brand motto, **“VISHWAS ATOOT SHAKTI KA”** underscores their core value proposition.

In the spotlight is **V. Anantha Krishnan, CFO of ESSAR TMT**, in an interview for our prestigious **“The 10 Most Reliable TMT Bars Manufacturers in India, 2025”** edition. Stay tuned to learn from his insights and the valuable lessons that have propelled ESSAR TMT to become a trusted and reliable name in the TMT bar manufacturing sector.

Prime Insights: Can you introduce your company and its core mission in the TMT bar manufacturing sector?

Stecol International Private Limited specializes in the production, marketing, sales, and distribution of **ESSAR TMT** and **ESSAR STRUCTURAL** products. ESSAR TMT is a leading steel brand in India with a pan-India presence. Quality is the cornerstone of our business, strictly meeting the needs of all our clients in projects, retail, and other user segments as per IS standard 1786.



Dr. Syed Shoeb Ahmed,

Ex SAIL Director & Marketing Head

Prime Insights: What are the 7 pillars of ESSAR TMT?

ESSAR TMT essentially has its foundation on seven pillars.

- Mutual respect and value with each of its associate partners.
- Unwavering commitment to quality earning reputation for reliability and excellence through Independent quality agency - SGS/RITES, which ensure full compliance with IS 1786 norms.
- Strategic approach adapting to customer needs that has fueled the growth and our reach across the Construction & Infra industry.
- Expanding our product portfolio by focusing on customer/industry centric requirements enabled us to meet growing demand.
- Digitalization & atomization enabling statutory & regulatory compliance besides ensuring timely customer service.
- Essar Brand - a legacy of Trust, Quality and Reliability.
- Dedicated team of Stecolites, who are most influential brand ambassadors adding value while ensuring customer satisfaction.

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“As a marketing professional with over 50 years of association with the steel industry I am extremely happy to note that ESSAR TMT brand has formed a niche for itself and is much in demand by the project construction segment enjoying premium in the market.”

It is heartening to note that Stecol is run by highly experienced professionals with decades of experience in the steel industry. The leadership enjoys a high level of integrity and considered market leaders in the country.”

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Prime Insights: What inspired you to establish your company, and how does it contribute to shaping India's construction landscape?

The inspiration to establish Stecol International Private Limited was rooted in ESSAR's over five decades of legacy in the steel industry and its reputation for quality and customer service. Recognizing this enormous goodwill and the growing consumption of TMT in India, which requires quality assurance, we partnered with well-established BIS-certified manufacturing plants across India with the necessary parameters to manufacture and ensure quality TMT. ESSAR TMT contributes to India's construction landscape by providing quality-assured TMT bars essential for robust and reliable construction.

Prime Insights: What were the biggest challenges you faced in the early stages, and how did you overcome them in such a competitive industry?

One of the biggest challenges we faced early on was the intense price competition within the TMT business. Customers initially expected very price-competitive products. We focused on ensuring our customers receive a good-quality product at competitive price.

To maintain consistent quality, we implemented a three-layer quality check. First, our ESSAR TMT bars are produced in advanced, BIS-certified manufacturing

Essar TMT - “Vishwas Atoot Shakti Ka”

plants in India, conforming to IS standard 1786. Second, our dedicated engineers rigorously monitor and inspect the entire pre- and post-production process at all stages to ensure standards are met. Third, our TMT is further tested, inspected, and certified by independent testing agencies SGS/RITES, assuring the quality and reliability that define our ESSAR TMT brand. Our commitment to quality and excellence also drives us to the forefront of innovation, contributing to a sustainable future for India.

Prime Insights: How does your company maintain consistent quality and innovation when manufacturing TMT bars?

As mentioned above, we have a three-layer quality check which ensures and assures quality and reliability that hallmark our ESSAR TMT brand. Our commitment to quality and excellence has also positioned us at the forefront of innovation, contributing to a sustainable future for India.

Prime Insights: How is your brand redefining “trust” in the TMT industry, and what sets it apart from competitors?

Our brand redefines trust in the TMT industry through our core USP: quality, timely customer service, and just-in-time delivery. Quality is our utmost priority. Our ESSAR TMT brand benefits from five decades of goodwill and trust. This philosophy is ingrained in our DNA, inheriting a strong heritage of quality and reliability from our involvement in infrastructure, energy, and steel. This established legacy naturally extends to our TMT product line. While Stecol as a company has been in operation for the last seven to eight years, the ESSAR brand itself carries a legacy of five decades.

Prime Insights: What are your flagship products, and how do they meet the diverse needs of the construction and infrastructure sectors?

Our flagship product is ESSAR TMT bars, which is our main offering. Alongside this, we provide CRS, which stands for Corrosion Resistant Rebars and Epoxy Coated Rebars. In our structural product range, we offer MS angle, channel, and beam from medium to light sizes upto Beam-600, our product portfolio includes standard TMT bars, coated TMT bars (like epoxy), corrosion-resistant TMT bars, and structural products such as angle, channel, and beam. This range meets the diverse needs of the construction and infrastructure sectors.

Prime Insights: In an evolving market, how do you ensure your brand remains a trusted choice for consumers?

As the market evolves, we ensure our brand remains a trusted choice for consumers through our tagline, “Vishwas Atoot Shakti ka” (Trust is the unbreakable power). Our ESSAR brand has been well-known in the market for the last five decades. It’s a trusted brand and the preferred choice for our customers.

Prime Insights: What strategies have you implemented to date to build a strong market presence and customer loyalty?

To build a strong market presence and customer loyalty, we’ve implemented long-term strategic tie-ups involving both our associate partners and our customers. Additionally, we have established detailed networking in key locations. Yes, these strategies have proven to be effective in fostering customer loyalty.

Prime Insights: How does the company foster meaningful relationships with builders, contractors, and end users?

We foster meaningful relationships with builders, contractors, and end-users by ultimately focusing on quality. Providing quality products at competitive pricing, coupled with timely delivery, is what strengthens our relationships with our customers.

Prime Insights: Can you share any recent marketing campaigns or initiatives that have strengthened your brand’s identity?

Yes, we regularly engage with our distributors and end-users by organizing influencer meets that include branding and promotion activities. This ongoing process allows us to continuously connect with customers, end-users, and local manufacturers. We have various activities, and our communication efforts are consistently maintained, including online channels.

Prime Insights: How does your company incorporate sustainability and eco-friendly practices into its operations?

We incorporate sustainability and eco-friendly practices

into our operations through a manufacturing process that cultivates a sustainable industrial ecology. This significantly reduces our energy consumption and lowers carbon emissions. We believe that TMT produced through this approach, when used in conjunction with green buildings, can effectively mitigate adverse environmental impacts, paving the way for a more sustainable and eco-friendly future.

Prime Insights: What steps are being taken to align with India’s infrastructure growth and modernization goals?

As the Indian economy is expected to grow significantly, we at ESSAR TMT are taking the necessary steps to align with India’s infrastructure growth and effectively service our customers’ requirements in this expanding market.

Prime Insights: How do you assess and measure consumer trust and satisfaction with your brand?

We assess and measure consumer trust and satisfaction through our regular meets and engagements, including influencer meets. These interactions allow us to understand consumer requirements directly. Furthermore, the fact that our consumers place repeat orders reaffirms their trust and satisfaction with our brand.

Prime Insights: What is the first thought or emotion you aim to evoke when builders and developers think of your brand?

The first thought or emotion we aim to evoke when builders and developers think of our brand is encapsulated in our tagline: “Vishwas Atoot Shakti Ka” – Trust is the unbreakable power. That’s the primary association we want customers to have with ESSAR TMT. Brand trust is paramount, and it’s the foundation upon which we’ve maintained and grown our sales. In the TMT industry, while the product might seem like a commodity, our brand stands out because people have faith in our quality and services.

Prime Insights: What is your company’s vision for the next five years, and how do you plan to achieve it?

The vision of the company for the next five years is to align with the Indian economy’s growth. We aim to be an established player in the industry and the customer’s first

choice purely for our quality assurance, product range, and delivery schedules.

Prime Insights: Can you share your insights into your entrepreneurial journey and key lessons learned from building your company?

We are professionals running this company, recognizing the opportunity available in the Indian economy’s growth and aiming to contribute significantly to it. Stecol isn’t a new entrepreneurial activity but a company with a long-term vision, leveraging the five-decade-old ESSAR brand. Key lessons learned include the critical importance of being quality conscious, competitive in pricing, continuously learning and innovating in operations (like a multi-location strategy for freight and service advantage), and adopting available technology to benefit the customer.

Prime Insights: What advice would you give to emerging manufacturers in the TMT bar industry who aim to leave a lasting impact?

We advise emerging manufacturers to prioritize and maintain quality, adhering to Indian standards. Quality is key in the growing Indian infrastructure market.

Prime Insights: What role does innovation play in driving your company’s growth and success in the TMT bar industry?

Innovation in this industry isn’t as significant as in others, but it primarily involves changes in metallurgy to achieve the best results. This includes increasing the grades of TMT bars. We also focus on educating customers on what grades to use.

Prime Insights: How do you foster a culture of excellence, creativity, and forward-thinking within your organization?

A culture of excellence is always present in the company. We reward our customers and our employees. Our attrition ratio is negligible, indicating employee satisfaction and brand ambassadorship. We also ensure customer satisfaction through better service and fast response. We continuously interact with end-users, engineers, and consultants to keep them informed.