




India to be Next Growth Center After China for Stainless Steel Industry

-N. C. Mathur

for over 47 years (17 years with the Birla Group and for 30 years with Jindals) and has been associated with Stainless Steel Industry for last 36 years.

Mr. Mathur has been invited to speak in global Stainless Steel, Nickel and Ferro Alloys Conferences worldwide since 1994. He has presented papers in over 30 International events organized by Metal Bulletin, CRU, SMR, ISSF, Stainless Steel Associations in China, Russia, Japan, S. Korea UK, EU, USA, Brazil, Australia, Thailand, Malaysia, Singapore, and South Africa.

Mr. Mathur received The "Stainless Steel UDYOG RATNA AWARD" in Sept. 2009 from the ALL INDIA STAINLESS STEEL INDUSTRY ASSN. Mumbai during its 42nd AGM. He is the first recipient as an Individual Professional of this prestigious Award for his contribution for the Stainless Steel Industry.



N C. Mathur, President of Indian Stainless Steel Development Association (ISSDA), the market development arm of the industry. Chairman of Steel Furnace Association of India. Simultaneously Mr Mathur is the Advisor & Consultant effective June 2009 with Jindal Stainless, the largest integrated Stainless Steel producer in India.

He has been Associated for 10 years with the "Market Development Committee" as well as "Economics & Statistics Committee" of ISSF (International Stainless Steel Forum), a global Stainless Steel Industry Association based in Brussels, Europe. Mr. Mathur has been graduated with B. Tech (Hons.) from India's leading University - Birla Institute of Technology and Science (BITS), Pilani in 1966. He was the 1st President of students union in 1964 when BITS, became an independent University. He has worked in India with leading Industrial Houses



How is the present status of the stainless steel industry in Asia & particularly in India?

- The global production of Stainless Steel in 2012 is estimated at 35.4 Million tons showing a growth of 5.9% over 2011 production. Most of the growth has come from Asia and mainly China at 16 Million tons and growth + 17.6%.

Overall production of Asia was 24.5 Million tons at 70% of world production in 2012. Clearly Asia is now the world leader of Stainless Steel both in terms of production and end use in last decade against leadership of Western world till the year 2000.

India has also shown a very healthy growth of over 9 to 10 % on average in last 20 years which is double the global growth of Stainless Steel. In 2012 India ranks third largest producer behind China and Japan at 2.3 Million tons.

What initiative has ISSDA taken to promote the usage of stainless steel in India?

- ISSDA (Indian Stainless Steel Development Association) is the Technical and Market Development Arm of the Stainless Steel Industry in

India. We are now in 24th year of our service and have worked with all the concerned to bring Stainless Steel beyond our Kitchen applications to extensive use in the Industrial sector, for the Automotive Railways and Transport sector and also for the Building and Construction sector. Stainless account for nearly 4% of total Steel use in India against a world average of below 2.5%. When ISSDA was formed India produced just 2,00,000 ton of SS and now it is 23,00,000 MT.

How is Jindal Stainless Steel Ltd supporting this initiative?

- Jindal Stainless is the largest and only fully integrated producer of Stainless steel in India for over 30 years now. The Hisar Plant has a capacity of 800,000 tons and fully operational and the new green field project in the state of Orissa of another 1 Million ton is producing and the capacity is under ramp-up. Jindal Stainless, Salem Steel of SAIL and other Stainless Steel producers of Long and flat product are involved in market development initiatives of the Industry.

How do you see the future of stainless steel industry in India?

"In India we hope the projections of the 12th Five year plan will result in high growth and investment in the Infrastructure sector besides projects of Metro Transport, Rail Freight Wagons, Passenger coaches and Auto sector", says Mr N C Mathur, President - Indian Stainless Steel Development Association (ISSDA), Chairman - Steel Furnace Association of India and Advisor & Consultant - Jindal Stainless Steel Ltd in an exclusive interview with Steelworld.

Excerpts:

- We expect India to be next growth center for Stainless Steel as China has reached very high level of production with large surplus capacity after meeting its domestic demand. In India we hope the projections of the 12th Five year plan will result in high growth and investment in the Infrastructure sector besides projects of Metro Transport, Rail Freight Wagons, Passenger coaches and Auto sector. Hotels, Hospitals, Airports and other real estate development projects will use more and more of stainless Steel including for plumbing.

Since this is the centurion year of stainless steel invention, How do you plan to celebrate it?

- Yes 2012-13 is the year when we all in the global Stainless Steel industry are celebrating 100 years of innovative use of Stainless Steel and how it has become an integral part of our daily life. All the world leaders of Stainless Steel Industry were in New Delhi in October 2012 for the Board and Committee meetings of ISSF (International Stainless steel Forum). ISSDA arrange in collaboration with FICCI a special Seminar with world famous speakers. Presentations are available on ISSDA website www.satinlessindia.org. We are fully supporting "Stainless steel centenary symposium 2013" being organized by Materials Science Division of Bhabha Atomic Research Centre, Mumbai on 12-14th August 2013 at IIT campus. I will be speaking at this event on 'Present status of stainless steel industry and its future prospects'.