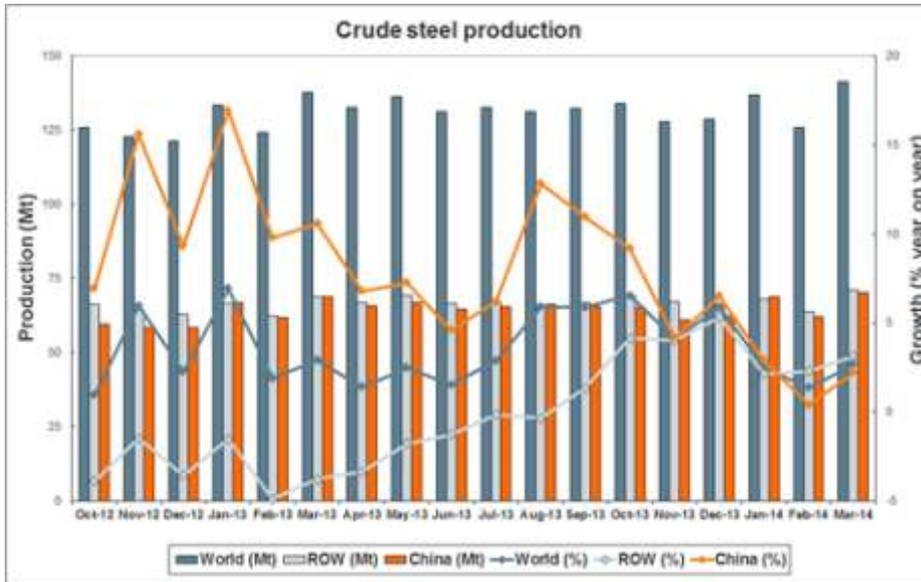


Crude Steel Production Up by 2.7% in Q1



World crude steel production for 65 countries reporting to the World Steel Association (Worldsteel) was 141 million tonnes (Mt) in March 2014, an increase of 2.7% compared to March 2013.

In the first three months of 2014, Asia produced 274.0 Mt of crude steel, an increase of 2.6% over the first quarter of 2013. The EU produced 43.8 Mt of crude steel in the first quarter of 2014, up by 6.7% compared to

the same quarter of 2013. North America's crude steel production in the first three months of 2014 was 29.9 Mt, an increase 0.8% compared to the first quarter of 2013. The C.I.S. produced 26.3 Mt of crude steel in the first three months of 2014, a decrease of -2.8% over the same months of 2013.

China's crude steel production for March 2014 was 70.3 Mt, up by 2.2% compared to March 2013. Elsewhere in Asia, Japan

produced 9.7 Mt of crude steel in March 2014, an increase of 2.9% over March 2013. South Korea's crude steel production was 6.1 Mt in March 2014, up by 8.0% on March 2013.

In the EU, Germany produced 4.0 Mt of crude steel in March 2014, an increase of 6.1% compared to March 2013. Italy produced 2.4 Mt of crude steel, up by 8.0% compared to March 2013. France's crude steel production was 1.4 Mt, an increase of 4.1% on March 2013. Spain produced 1.3 Mt of crude steel, up by 4.1% compared to March 2013.

Turkey's crude steel production for March 2014 was 2.8 Mt, down by -4.3% on March 2013.

In March 2014, Russia produced 6.0 Mt of crude steel, an increase of 1.3% compared to the same month 2013. Ukraine's production was 2.7 Mt in March 2014, down by -7.7% on March 2013.

The US produced 7.4 Mt of crude steel in March 2014, up by 0.9% on March 2013. The crude steel capacity utilisation ratio for the 65 countries in March 2014 was 79.0% and it is 0.4 percentage points lower than March 2013. Compared to February 2014, it is 1.4 percentage points higher.

RINL Eyes

Visakhapatnam Steel Plant has set a target of achieving a sales turnover of Rs 20,000 crore during 2014-15, according to Chairman and Managing Director P Madhusudan. He was addressing the regional managers, regional finance managers, branch managers and marketing contact officers at the steel plant recently as reported by the Hindu business line. He said the company plans to achieve a turnover of around Rs 20,000 crore in 2014-15 and it would be progressively increased to Rs 30,000 crore by 2016-17.

Madhusudan also congratulated the marketing team for achieving a sales volume of more than 3 million tonnes despite sluggish market in 2013-14 and exhorted them to fulfill the target of 4.425 mt, an

48% Sales Revenue Rise in FY15



increase of 46%, in 2014-15. He said during the Twelfth Plan, the Government had earmarked Rs 50,000 crore for infrastructure projects and it had already cleared several projects and that augured well for the domestic steel market, particularly for long products.

"RINL is conducting a serious exercise for despatch of products through coastal transport, container and road movement to various destinations in the country," he added.

Madhusudan exhorted the marketing department to play a bigger role in tapping new markets. T.K Chand, Director (Commercial), said 2014-15 would be a turnaround year for steel industry and said that RINL is all set to achieve a strong growth in sales performance during the current year. He said major thrust has been given to exports, particularly to the Gulf and African countries due to freight advantage. Chand said RINL's contribution in exports have helped India to become a net exporter of steel after eight years of being net importer.

"Earlier, RINL exported its products for global presence, now the scenario has changed and the company is focusing on exports for better realisation, buoyancy in market, hassle-free evacuation of products and export earnings," he added.