

SAIL Sales Surge by 10% in Jan.'14



C. S. VERMA
Chairman, Steel Authority of India Ltd.

"The uptrend in the first month of 2014 is a firm indicator of the times to come. We are confident of maintaining the momentum in sales growth, which will be supported by production of better and wider range of products like universal beam, wire rods and wider plates from the new state-of-the-art facilities coming up in phases."



Notwithstanding a continuing slowdown in steel market, Steel Authority of India Limited (SAIL) has accomplished sales of 1.14 million tonnes (MT) in January 2014, up by 10% compared to same month last year (SMLY). The cumulative sales growth by SAIL for the April 2013-January 2014 period was a robust 8%, as sales rose to 9.84 MT from 9.09 MT in the corresponding period last year (CPLY) backed by a surge of 47% in its exports. Most products in SAIL basket registered a considerable increase in sales this January;

sales of Flat Steels rode the wave by growing by 23.5% over SMLY. Cumulative sales growth for Flat Steels in the ten-month period over CPLY was 10.6%.

The upsurge in sales registered by the company has been a result of concerted efforts made by SAIL towards producing tailor-made steel to meet customer requirement. The plants and units of SAIL kept pace with this aggressive sales strategy, by increasing production of saleable steel by 4% in April'13-Jan'14 period, at 10.74 MT.

RINL Continues its Northward March



RINL continued its upward journey in all areas of production, techno-economic parameters and sales during January 2014. The new units in expansion got off to a good start with the casting of Rounds from new Steel Melt Shop-2 for the first time and rolling of Wire Rod Coils from the new Wire Rod Mill-2.

Production of Value Added Steel at 2.42 lakh tons is the best performance for any January since inception. The Hot Metal, Liquid Steel, Saleable Steel production and Power generation recorded a growth of 2%, 12%, 10% and 8% respectively when compared to January'13. The sales of Saleable Steel, Iron & Steel products, Special Steel and Wire Rods registered a growth of 12%, 11%, 11% and 43% respectively during January'14 compared to CPLY.

On the techno-economic parameters, the Specific Heat consumption at Blast Furnace, Billet Mill, Specific Power Consumption at Blast Furnace and Medium Merchant Structural Mill (MMSM) are the best for any January since inception. The Blast Furnace productivity & Labour Productivity registered an impressive growth of 29% and 5% respectively when compared to CPLY.

The turnover at Rs 1309 crores in January recorded a growth of 8%. With this, the cumulative turnover of RINL from April'13--January'14 reached to a high of Rs 10,406 crores, representing a growth of 3% over CPLY of Rs 10,088 crores. Sales of new products commenced with the dispatch of 200x200 Blooms produced from SMS-2.

Rounds from New Steel Melt Shop-2 Cast Successfully

Turn Over Up by 8% to Rs 1309 Crores in January 2014

Saleable Steel Production Up By 10%



P. MADHUSUDAN
CMD, RINL

"The impressive performance, underscored the need for timely completion of modernization initiatives to further improve the production levels and the bottom line."