



“Coated Steel is at Nascent Stage & has Huge Potential”

- MITESH SHAH, CEO, Essar Steel - Pune Facility

The Essar Steel Pune facility is the downstream facilities comprise a 0.65 MTPA pickling line, a 0.6 MTPA cold rolling mill, a 0.5 MTPA galvanising line and a 0.4 MTPA colour coating mill. The colour coated coils from Pune have been exported to more than 100 countries across the world and it is one of India's largest producers of PPGI. A range of innovative product offerings like HR GAL, Wood Finish, Abrasion Resistant & Wrinkle Finish products are manufactured in the Pune facility catering to different customer segments & markets. Essar Steel also has one of the largest steel processing and distribution center in Pune. It offers tailor-made steel solutions like cut-to-length, slitting, shot blasting, burnt-to-shape, trapezoidal and factory-welded beams, with an emphasis on reducing inventory levels and processing costs for customer with just-in-time supplies.

Essar Steel's factory welded beams are custom-made and ready-to-use saving labour, service and operational costs. They offer multi-beneficial solutions and improve project productivity, apart from offering designers and construction engineer maximum flexibility for their specific application. The products include: I / H beams: wide flange beams and non-

symmetrical: L / Tapered beams cross / star. They are available in the following shapes: asymmetrical C-shapes, T-shapes, Z-shapes, symmetrical hybrid, camber, variable depth and tapered. These products have applications in power projects, bridges, construction, real estate, etc. The burnt-to-shape plates offer tailor-made cutting solutions with its 30,000 TPA oxy / plasma cutting facility and JIT (Just-In-Time) supplies.

They simplify procurement for the end-user and help reduce costs through efficient nesting and integrated logistics support.

They are used for application in yellow goods, pre-engineered buildings, boilers and heat exchangers general engineering and wind energy. The trapezoidal plates offer a customised solution designed to reduce material wastage. They simplify procurement for the end-user by meeting their specific requirements and help reduce operation costs. They are used for auto components, large static electrical equipment, etc.

This facility is a zero water discharge unit using environment friendly production processes and implements HSE best practices at the shop-floor. It has received many awards like Manufacturing Today Safety Award 2013.

Mitesh Shah is Metallurgy Engineer. He has got a rich experience of 21 years in various function of Essar Steel. He is an old veteran Essarites having multi-functional experience with in Steel Business. He joins Essar Steel in 1991 as Graduate Engineer Trainee in Steel Melting plant & then moved to various functions as Head of Continuous Casting Shop (SMP), Operation Strategy Group & Executive Assistant to CEO & MD ,Cold Rolling Mill (1.4mtpa) and Down Stream Facility (1.1mtpa) and presently he is taking care of Pune Facility as Chief Executive Officer since Jan'11.

He has won several prestigious awards like Best Turn around award for Cold Rolling Mill - category Safety in individual from Steel - Head HSE, Site Safety

Champion - from Group HSE 2010, Awarded Best Operation Man of the Year in 1997 for Chief Hazira Works, ESTL Hazira, Chairman's Young Achiever Award for ESSAR GROUP in 2008, Runners up in FULCRUM - An employee engagement award - 2010 from Group HR, Best Head of the Department awarded in 2010 for CRM & DSC etc.

"The global slowdown has not impacted Indian coated steel products much as the domestic market has been witnessing a phenomenal growth inspite of global impact. However since our presence in both markets are equally good we are enjoying both markets with value addition and the product portfolio" says **Mitesh Shah, CEO, Essar Steel - Pune Facility** in an exclusive interview with **Steelworld**. Excerpts.

What is the present status of coated steel industry?

- The coated steel industry in India is still at a nascent stage and there lies a huge potential for future growth. In addition to the growing domestic market, Essar Steel's coated steel products are well accepted in the global markets. The current coated steel capacity in India is 1.5MTPA and the demand is growing at 18-20% annually.

How do you see the global scenario and impact of slow down on the industry.

- As I said, the global slowdown has not impacted Indian coated steel products much as the domestic market has been witnessing a phenomenal growth inspite of global impact. However since our presence in both markets are equally good we are enjoying both markets with value addition and the product portfolio.

How do you see the future prospects of coated steel industry?

- We see a great potential for future growth in the coated steel industry and new products and applications are gaining ground. Also Indian rural market is potential growth market for pre painted steel which is expected to grow at 22% and replacing zinc based coated products.

Also with new development of products like wood finish, wrinkle, PVDF, the market for these products is expanding market with growth in value added segments.

What is the present profile of coated steel application?

- Currently, the majority of production is used in construction sector like roofing, sandwich panelling, tile making and interior designing etc. This is going to change in the



years since white goods; automobiles etc. will start consuming increased quantity of coated steel products.

What are the new emerging applications of coated steel being developed?

- Furniture application, white goods application, cold storage panelling, various kind of tiles and profiling for Roofing applications, Aesthetic look by using products from Wrinkle, wood finish, PVDF

What are the initiatives taken by your company to trap the market due to slow down?

- The slowdown has impacted Essar Steel in terms of volumes. However, our initiatives in introducing new products like wood finish

steel, wrinkle finished steel etc have helped us. Apart from this we have entered in to new geography with more aggressive on customer friendly products and colours.

Can you discuss something about your future plans.

- New product development in color coated products with better life cycle Increasing volume with diversification into new geography like L America and Africa In house development of new product as substitute of Galvalume More on value added segment products with coated as well CR in medium and high carbon steel for auto industry Focus on higher margin products for replacement in white good industry by PPGI and GPSP.