

JINDAL STAINLESS - NOVEMBER 2020

# STAINLESS POST



**OUR PARTNER, OUR PRIDE**

**Mr Anubhav Khetan**

Director, Khetan Viniyog Pvt. Ltd.

Read More on Pg 9



## NOTE FROM THE EDITOR

"When the going gets tough, the tough gets going"

A few months ago, we were struggling to deal with unexpected situations ushered in by the coronavirus pandemic. However, as time progressed, we not only found our footing sure and strong, we've taken our partners along in this journey too. We remained committed to supporting Indian MSMEs and local manufacturers in these unprecedented times; bridging the gap between them and Aatmnirbharta (self-sufficiency). 'Jindal Saathi 2.0', the second wave of our nationwide stainless steel pipe & tube co-branding campaign is a testimony to this fact. Launched last year to fight counterfeit and reiterate quality standards in the Indian stainless steel pipe & tube market, this campaign is back in the country's streets.

In this edition, we introduce you to Director, Khetan Viniyog Pvt. Ltd. (Jamshedpur), Mr Anubhav Khetan, our partner from East India, as he shares insights from his entrepreneurial journey. The newsletter also highlights several efforts made

by Jindal Stainless to virtually reach out to its customers, educationists, and key stakeholders in the industry. Also, watch MD, JSL Lifestyle Ltd., Ms Deepika Jindal getting up-close-and-personal with NDTV Goodtimes.

The fusion of stainless steel and art took yet another shape of an architectural marvel in Nevada, United States. Meanwhile, Jindal Stainless rose to the occasion to support the government with its in-house invention aimed at reducing emissions from thermal power plants.

Don't miss that little punch in our humor section, dedicated to the pen-pushers, oops, mail-pushers among us.

Happy reading.

**SONAL SINGH**

Head - Corporate Communications

[corporatecommunications@jindalstainless.com](mailto:corporatecommunications@jindalstainless.com)

# MORPHING INTO THE NEW NORMAL



Chief Human Resources Officer, Jindal Stainless,  
Mr S K Jain

The crisis created by the COVID-19 pandemic is resetting human lives and the eco-system governing it in an unprecedented way. Individuals and families as well as employees and organizations are experiencing a new way of living, connecting, and working.

I see it as nature's rule of creative destruction to initialize this new way of living and working, and breaking away from the past. However, the fundamental principles of human life, its needs and work remain largely unchanged. The needs of humans will not change, but the ways of fulfilling those needs will change. The values of life will not change, but the ways of living will change. The fundamentals of work will not change, but the ways of working will change.

It's apt to remember the old adage - "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change"

In the last decade with the acceleration in technology adoption, the global debate on new work norms picked up pace and practices like WFH, Gig working, Flexi/Contingent working, and shorter workweeks started getting discussed. However, the sudden knock-out punch delivered by COVID-19 has forced organizations globally to turn a new leaf overnight.

Going forward, I believe that the following resets are inevitable at various levels:

## Individuals:

Focus will shift on health and wellness, and family spends will grow under this header. Besides a regular fitness regimen, people will start learning to reduce mental dis-ease exhibited through stress, aggression,



anxiety and depression, among other ways. Physical and emotional well-being will be the new focus of even life at work.

### **Organizations:**

There will be key shifts in people's engagement with organizations and focus will now shift to new-age practices of being lean, variable, and flexi (flexible). Lean practices will have a razor-sharp focus on productivity and value-addition. Employees' costs will turn increasingly variable, and flexi-hiring will come in vogue. Talent acquisition will be reset to be a procurement process of buying skills, knowledge, and expertise.

### **Work:**

A mega shift will be experienced on this front, breaking away from the strict norms of physical presence, fixed workplaces and lengths of time spent at work. Unlike the industrial age mindset of 'work at a fixed place', it is going to be 'work from anywhere' going forward. Excepting certain machine interfacing and services roles, focus will be on remote performance, resulting in lesser movements, and eventually ease pressure on urban infrastructure and the environment. Issues of work-life balance and count of weekly hours will become redundant.

Performance will be measured in terms of expected output on time. Digital tools will enable performance tracking. Along with digitization, learning agility will command a premium. Hiring and career growth decisions will rest on learnability.

### **Workforce:**

In the emerging engagement model, talents will be expertise/knowledge partners instead of the normal definition of employees. It's the 'Uberization' of skills. Contractual, expertise-based, and tenured engagement will become the new form of employment. Discretionary engagements will set employee expectations. Unique skills will be valued at a premium.


The new-age HR operating platform will turn completely digital, with key deliverables being optimizing employees' productivity, and enriching employee experience with health and wellness.

All major crises like the present pandemic, the global recession of 2008 or the Spanish flu of the last century are parts of an infinite game that nature plays, which resets the ways of living, connecting, and working. Every such crisis pivots new opportunities. Humans have always leveraged such crises in their journey of continued progress and COVID-19 will be no exception. In the times ahead, we are collectively poised to renew and enrich our lives with physical, intellectual, and emotional wellness.

After the 2008 global recession, the world witnessed a new breed of enterprises sprouting and growing into power forces changing our lifestyles, connectivity and behaviour, like Whatsapp, Instagram, Uber, Slack, Paytm, to name a few. This crisis too will prove to be a harbinger of new forms of human creativity and performance. Not simply the rules but even the games will change in a new world of living and working.

Individuals would need to apply the anti-dote of VUCA challenges with Visualization, Understanding, Clarity and Agility. Future is not what it used to be and the best way to navigate successfully into the future will be to create it with an understanding of the emerging challenges, clarifying the current reality and becoming resilient. The must-have tool-kit of competencies to navigate would be learning agility, digital literacy, emotional intelligence and a growth mindset.

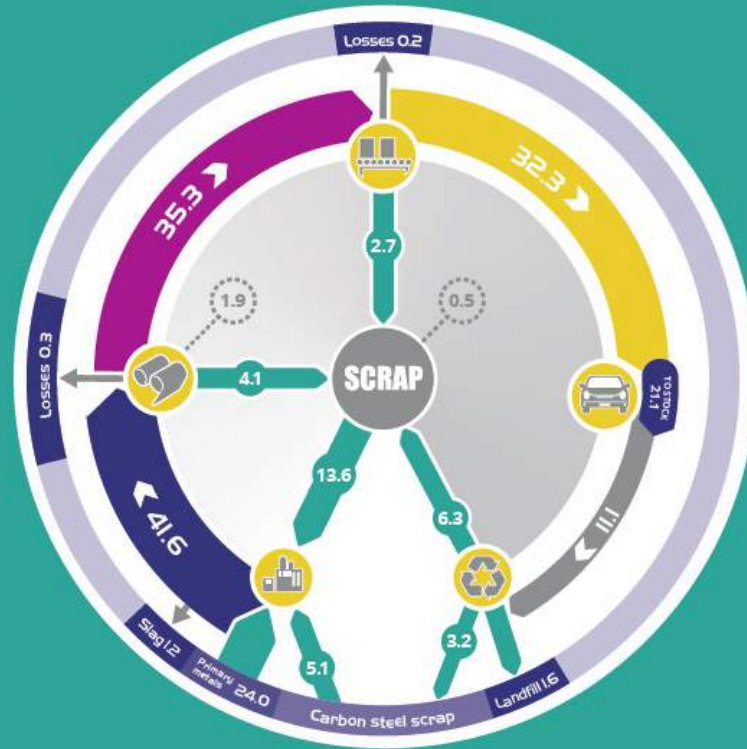
In conclusion, I'd like to reiterate that humans and organizations are constantly evolving and progressing. A flow of new patterns of recreation is quintessential to their progress and it's indeed implausible to comprehend these ever-changing forces. Nonetheless, the energy to overcome any setback makes us resilient to survive, adapt and move ahead. We cannot direct the winds but we can always adjust our sails.

Wishing all an adaptive and healthy future. 

**people  
matters**


This blog was published on Peoples Matter online in October'20. It has been reproduced for Stainless Post

# A STAINLESS WORLD



## New study shows life cycle of stainless steels

Team Stainless published a summary of the results of a study which quantifies the stocks and flows cycle of stainless steels, titled 'The Global Life Cycle of Stainless Steels'. The study concluded that on average, 85% of stainless steels are recycled once they reach their end of life, either to become

new stainless steels (56%) or a valuable iron source for carbon steels (29%). Team Stainless is an informal alliance of Eurofer, the International Chromium Development Association, the International Molybdenum Association, the International Nickel Study Group, the International Stainless Steel Forum, and the Nickel Institute. 

(Source: Team Stainless)

## Giant stainless steel sculpture installed in Reno, Nevada



A curvy stainless steel sculpture stands was recently installed at the new Midtown roundabout in Reno, Nevada, United States. Named 'Reciprocity', this sculpture is 30 feet tall and features a mirrored sphere held by draping metal arms. The art was selected

in July 2019 by the city's arts and culture commission. Designed by Arkansas-based artist Hunter Brown, the sculpture embodies the energy of the eclectic culture of the district and marks the gateway into the community. [S](#)

(Source: This Is Reno)

# GLOBAL NEWS BRIEF

## Chinese stainless steel output to top 30 mn tonnes in 2020

China's stainless steel production is expected to rise by 2.1% this year, to more than 30 million tonnes, amid robust demand for stainless steel. Apparent stainless steel consumption in China, the biggest market, is set to rise by 6.4% to 25.5 million tonnes this year,

Liu Fuxing, executive vice president of the Stainless Steel Council of China Special Steel Enterprises Association, said at a nickel and cobalt conference in Nanjing. The main use of nickel is in the production of stainless steel. 

(Source: Hellenic Shipping News)



# OUR PARTNER, OUR PRIDE



Director, Khetan Viniyog Pvt. Ltd.,  
Mr Anubhav Khetan

Stainless Post brings to you a tête-à-tête with Director, Khetan Viniyog Pvt. Ltd., Mr Anubhav Khetan- a name to reckon with in the eastern India stainless steel decorative pipe and tube segment. Mr Khetan takes us through his journey- from pursuing his dream to be an Indian Administrative Services officer to reinventing the eastern stainless steel market as an entrepreneur- and shares insights about the current stainless steel pipe and tube market.



## How did your journey start?

**M**y father Shri Santosh Khetan started a small scale industrial (SSI) unit for processing of steel scrap in 1984 with limited sources. In 1997, he diversified this unit in order to manufacture a chemical heavy media used in coal washeries. This business still continues on a pan-India scale. In 2006, my elder brother Mr Nikhil Khetan, after completing his MBA, joined the family business and further diversified it by starting the manufacturing of silica ramming mass used in induction furnaces. Today, this product is exported to more than 10 countries besides sold in domestic markets.

I was born and brought up in Jamshedpur, Jharkhand. Along with graduating from Jamshedpur Co-operative College, I pursued Chartered Accountancy and completed it in 2011 at the age of 22 Years. Simultaneously, I was

attempting for civil services examinations and wanted to pursue a government job as an Indian Administrative Services (IAS) Officer. However, inspired by my father and brother, I decided to become an entrepreneur. In early 2015, I started overseeing the manufacturing of tundish boards which is used in steel furnaces concast. Stainless steel was an untraveled road for us. After thorough market survey and other aspects, I ventured into the production of decorative stainless-steel pipes in November 2015.



## What motivated you to start this business?

We saw an opportunity in decorative stainless steel pipes as there was no competition in Bihar and Jharkhand despite a huge market and customer base in this region. Moreover, we had a robust logistical support that makes transport and conveyance convenient. This continues to be a major differentiator between us and the rest of the manufacturers. Jindal Stainless continues



to support us and all its MoU partners. The Company's Odisha-based manufacturing facility is located nearly 250 kms away from us. This way, geographically, we are located at a strategic location that adds to our advantage.



Finished stainless steel pipes



## What are the major challenges faced in your business?

For products like stainless steel pipes & tubes that are highly value-driven, manufacturers need to be very careful with inventory ageing as interest cost tends to affect margins. Moreover, as prices are at all-time high, we need to be very precise with our inventories for both, our raw material and finished products. In spite of these challenges, we are constantly enhancing our product portfolio which we believe will be beneficial to customers in the future. This further helps us build a bond with our dealers.



## When and how did your journey with Jindal Stainless begin?

As we started this business in 2015, we realised that Jindal Stainless is the most reputed and reliable supplier of stainless steel coils. We have been associated with the Company since the start, and never found the need to move to other suppliers. This can be credited to the quality

standard ensured by Jindal Stainless, along with several steps taken by the Company to look out for us in tough situations. Together with Jindal Stainless, we have organised several training programs for fabricators and dealers in our area.

(L to R) Mr Anubhav Khetan, Shri Santosh Khetan, and Mr Nikhil Khetan





## In your entire gamut of suppliers, what sets Jindal Stainless apart?


Jindal Stainless has always played the role of a guardian for us. The Company has always understood our emergency for raw material and supplied products on time. The entire team at Jindal Stainless is customer-centric. They understand the need of their customers precisely and are committed to delivering the best. Company's co-branding initiative 'Jindal

Saathi', introduced recently by Jindal Stainless, is indeed a unique effort in the stainless steel pipe & tube industry. The seal in itself is a mark of authenticity. Now we don't need to give justification for our raw material genuineness against counterfeit pipes available in the market.



## What is your message to all young managers out there?

In my opinion, we should not try to copy our peers. We should believe in our self-instinct. Also,

always remember to have sound knowledge of any new business territory that you venture in. 

Mr Khetan guiding his workforce on the shopfloor





# JINDAL STAINLESS NEWSFLASH



## Jindal Stainless eyes 15% sales growth in the East Indian P&T market


As part of the recently launched Phase 2 of its nationwide pipe & tube co-branding campaign- 'Jindal Saathi 2.0', Jindal Stainless is eyeing 15% sales growth in decorative stainless steel pipe & tube market of East India. Director, Jindal Stainless, Mr Vijay Sharma and Head, Domestic Sales, Mr Rajeev Garg virtually interacted with the regional media of Kolkata on November 11, 2020 and presented Company's vision for the region. In the second

phase of this one-of-a-kind co-branding campaign, the Company has added 100 cities from October'20 onwards in West Bengal, Orissa, Jharkhand, Bihar, the seven sister states and Sikkim under its purview. The Jindal Saathi campaign has helped curb the sale of counterfeit P&T by upto 10% in the region intends to bring improved return on capital investment and increased job creation for MSMEs. **S**



## Paper presentation at 78<sup>th</sup> STAI Annual Convention

Jindal Stainless presented a technical paper titled "Troughs & Chutes in Sugar Industry - Advantage of Stainless Steel Plates vs Cladding of Mild Steel Plates" during the 78<sup>th</sup> Annual Convention of Sugar Technologists Association of India (STAI) held on October 20-21, 2020.

The paper was jointly presented by GM, Business Development, Jindal Stainless, Mr Rajeev Gupta, Mr Nimish Goel (Business Development), Mr Daitri Kamil (R&D). The convention was organised virtually and was attended by more than 5,000 sugar technologists from India and other countries. 






Click on the image to watch the video



## MD, JSL Lifestyle Ltd. in conversation with NDTV Goodtimes


**D**iving into the festive spirit, Managing Director, JSL Lifestyle Limited, Ms Deepika Jindal participated in NDTV Goodtimes' show 'Matters of the Heart' to share her idea of the pillars of a successful & happy marriage. Among other participants

were Her Highness Maharani Radhikaraje Ji Gaekwad of Baroda, Padma Shree Awardee artist Paresh Maity, and Founder & CEO, Vows for Eternity, Ms Anuradha Gupta. Click on the image to watch the video. 



Mr Vishal Seth receiving the awards at the ceremony

## Jindal Stainless shines bright at The Machinist Super Shopfloor Awards 2020

Jindal Stainless emerged as one of the winners at the sixth edition of 'The Machinist Super Shopfloor Awards 2020', bagging runner-up awards in the categories of Excellence in CSR & Machining Excellence (Large Enterprise). The event was organised by Worldwide Media (WWM) a fully owned subsidiary of The Times of India Group (BCCL), on November 3 in Pune. AVP, Sales (West), Jindal Stainless, Mr Vishal Seth received the awards on behalf of the Company. 






## Jindal Stainless vouches for stainless steel usage in food processing at NIFTEM, Sonipat



Stainless steel showcase van at NIFTEM

As part of a unique initiative, Jindal Stainless organised a seminar-cum-webinar at the National Institute of Food Technology Entrepreneurship and Management (NIFTEM) to promote usage of stainless steel in food processing industry. Representing the Company, GM, Business Development, Mr Rajeev Gupta and AGM, Business Development, Mr Nimish Goel discussed the importance and many advantages of applying stainless steel in food processing industry, and also demonstrated the welding, polishing and cutting process of the metal. Key faculty members from NIFTEM also participated in the seminar. 



Mr Rajeev Gupta (left) and Mr Nimish Goel (right) presenting at the seminar

## MARKETING & CUSTOMER OUTREACH ACTIVITIES



**Shri Kanhaiya  
Steel Enterprises**



**Shri Shyam Steels**



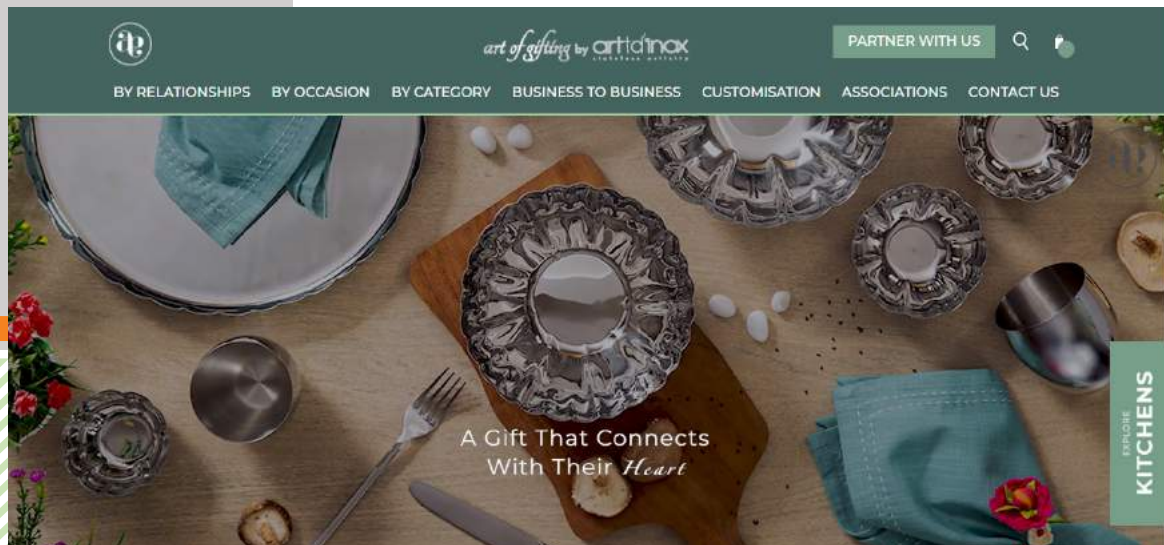
**Saifi Engineering  
pipe bending**

### Jindal Saathi signboards making a mark across the nation

**A**s a part of the 360 degree P&T co-branding campaign 'Jindal Saathi 2.0', the Company has placed signboards at more than 1000 outlets of pipe & tube manufacturers, retailers, channel partners,

and fabricators, covering around 272 cities across India. These branding signboards promote the genuine Jindal Saathi seal and enhance brand visibility for both, Jindal Stainless and its MoU partners. **\$**





Click one the image below to visit the website

## Arttd'inox launches microsite for virtual gifting

Keeping the festivities in mind and the pandemic – Arttd'inox, JSL Lifestyle Ltd.'s premium brand,

launched a microsite dedicated to gifting in this time of festivities, given the ongoing pandemic.



## Festive season sales by Arttd'inox

Arttd'inox welcomed the festive season by launching 'The Divine Sale' during Navratri. Moreover, with 'The Gift of Hope Festive Sale', the brand reached out to its customers with the hopeful message of seeing the light at the end of the tunnel during Diwali week.

# OFFiCE-OFFiCE

By Jindal Stainless



# DID YOU KNOW?

## STAINLESS STEEL GRADE 301

The versatile and high strength 17-7 chromium-nickel stainless steel with high corrosion resistance.

### Chemical Properties

- Chemical Composition (% by mass)

C: 0.15  
Cr: 16.0-18.0  
Mn: 2.0  
Ni: 6.0-8.0

### Mechanical Properties

Displays high strength in various conditions and is resistant to atmospheric corrosion.

Its bright, attractive surface is resistant to a variety of corrosive media and makes it an excellent choice for decorative structural applications.

It cannot be hardened by heat treatment.

### Applications

- Conveyor belts
- Kitchen equipment
- Hose clamps
- Springs
- Truck and trailer bodies
- Railway and Subway Cars



Conveyor belts



Kitchen equipment



Hose clamps



Springs

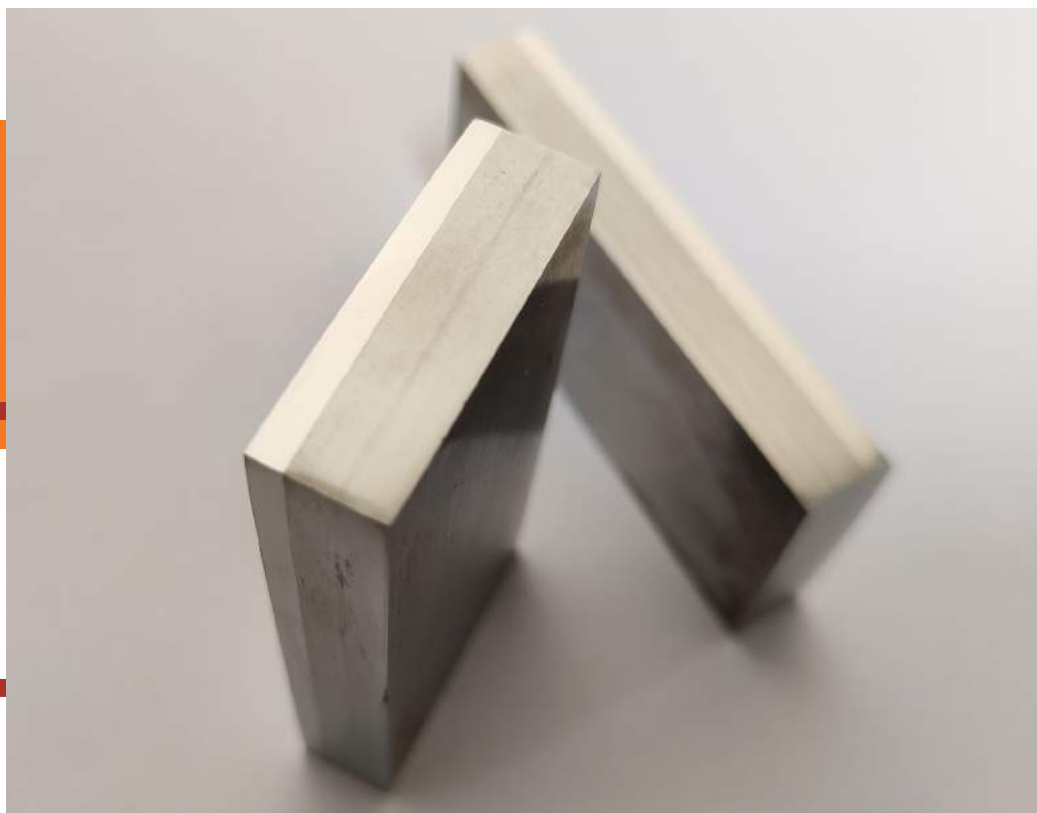


Truck and trailer bodies



Railway and Subway Cars


# INSIGHTS



As part of Government of India's clarion call for an 'Atmanirbhar Bharat', coal-based thermal power plants are under scrutiny to emission. In the same line, the Ministry of Environment, Forest and Climate Change (MoEFCC) issued a notification with the objective of reducing emissions of suspended particulate matter (SPM), SO<sub>x</sub>, NO<sub>x</sub> and mercury at thermal power plants (TPPs). Rising to the occasion, Jindal Stainless (Hisar) Limited (JSHL) decided to 'invent' in order to 'innovate', and offer support to this cause.

To provide superior corrosion resistance, nickel-alloy clad steel plate is recommended for the construction of absorber shell (used for wet scrubbing process in FGD unit). A clad plate is a composite material and is produced by hot rolling of two different metals that are bonded across their interface. Because of metallurgical bonding, clad plates behave like a mechanically single homogeneous alloy. The base metal of the composite is carbon/alloy steel and is

the thicker among two metals. This backing steel provides required strength and structural integrity to the composite. The thinner layer of the composite, used for ensuring corrosion resistance, usually consists of stainless steel, nickel alloy, or copper alloy. In recent years, cladding of Ni alloy (C-276) with carbon steel (IS-2062) has come into limelight due to stringent emission norms for modern fossil-fuel power plant.

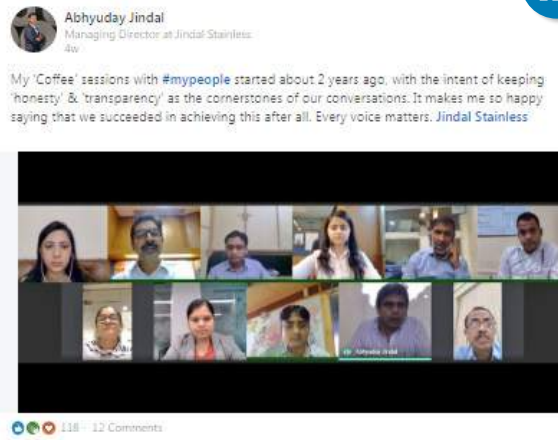
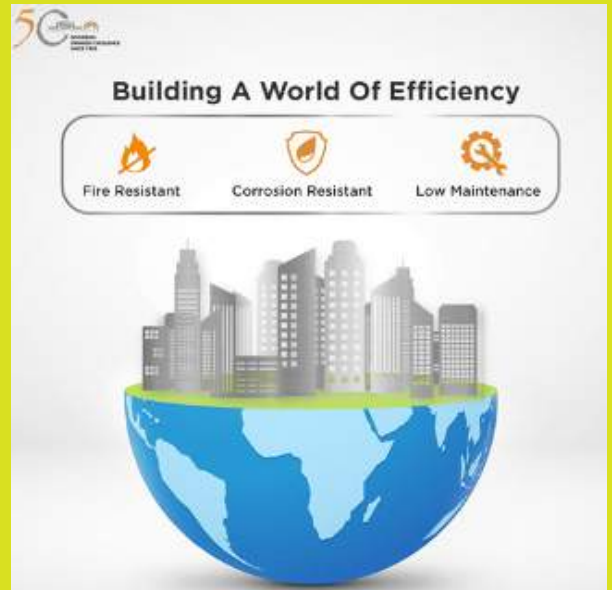
JSHL decided to develop indigenous technology for manufacturing different stainless clad plates in-house. The aim was to go 'Vocal for Local' and replace imported clad plates with Indian plates. The R&D wing at JSHL took up the challenge to develop nickel alloy clad plates, and after some experimental trials, was successful in manufacturing plates within the plant. The requisite testing and characterization was also accomplished and the material was approved by customers. 





# SOCIAL BUZZ

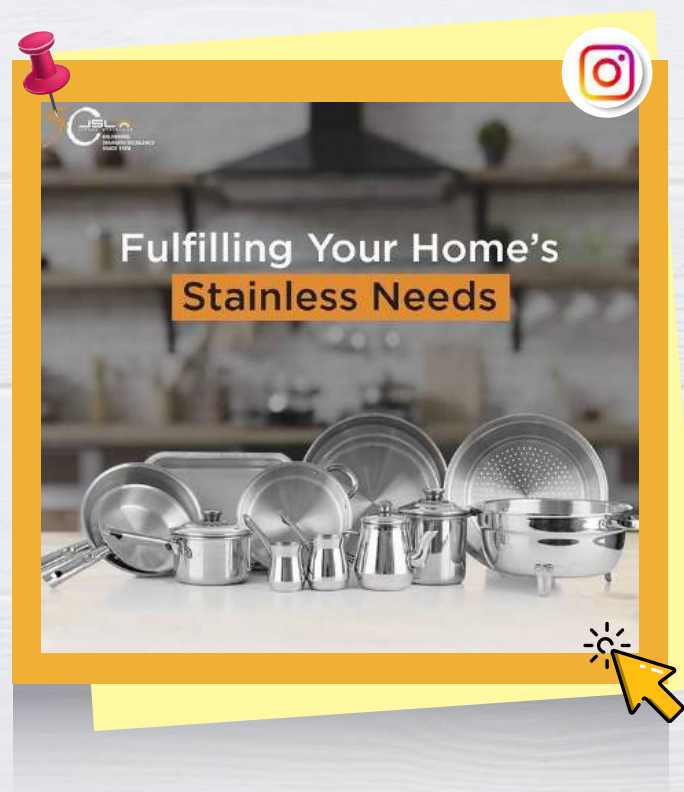
CLICK ON THE PICTURES TO KNOW MORE





# SOCIAL BUZZ

CLICK ON THE PICTURES TO KNOW MORE





# QUIZ & CONTEST



This astonishing stainless steel moose sculpture was an attempt to reduce traffic on accidents and was also party to a widespread controversy in 2019. Can you guess its name and location?

Send us your answers at  
[corporatecommunications@jindalstainless.com](mailto:corporatecommunications@jindalstainless.com)

# ANSWER TO LAST MONTH'S QUIZ



## In the last edition, we asked the following question,

This beautifully crafted stainless steel statue marks the intersection of United Kingdom's longest national trail. Situated at a serene spot popular as a walking destination, can you guess the name and location of this sculpture?

## Answer

The Walker is a larger-than-life sized stainless steel statue in Lynmouth, England. Designed and constructed by English craftsman Richard Graham, the statue has been made from reinforced 8 mm marine quality stainless steel wire, providing a sturdy landmark and allowing beautiful views of the ocean.

Read more about the sculpture on <https://www.visit-exmoor.co.uk/point-of-interest/the-walker-1>



## Winners

We got an overwhelming response for our quiz. Congratulations to the two lucky winners-

**Mr Tapan Sahoo (Saigal SeaTrade, Hyderabad) and Mr Shrikant Patidar (Jindal Stainless (Hisar) Limited)**

**Winners will receive a complimentary voucher from us shortly.**



# SAVE THE DATE

**CWE**<sup>TM</sup>  
CUTTING AND WELDING EQUIPMENT EXPO

**17-19 December 2020**  
**10th International Exhibition on**  
**Cutting and Welding Materials**  
**Equipment, Laser Technology,**  
**Machine Tools and Allied Products**  
Pragati Maidan, New Delhi,  
India

## CUTTING AND WELDING EQUIPMENT EXPO 2020

**DECEMBER 17-19, 2020**

### Cutting and Welding Equipment Expo 2020

The exhibition will focus on cutting & welding technology, robotics, welding automation, welding consumables, laser technology, materials testing, non-destructive testing, machine tools and allied industries.

**Date** : December 17-19, 2020

**Venue** : Pragati Maidan, New Delhi, India

**Website** : <https://cweonline.in/Home>

# SAVE THE DATE



December 14 - 16 | Online

## Virtual Conference: Middle East Iron & Steel 2020

[Register now](#)

[Add to calendar](#)

# MIDDLE EAST IRON & STEEL 2020

**DECEMBER 14-16, 2020**

## Middle East Iron & Steel 2020

The event will focus on demand analysis for steel and steel raw materials including updates on major Middle Eastern projects like Saudi vision 2030 and will also welcome insights into the impact of the oil and gas crisis on the GCC steel industry, and how the region is recovering.

**Date** : December 14-16, 2020

**Venue** : Online

**Website** : <https://events.fastmarkets.com/event/5c0b7590-b36d-4d87-bf7e-31a8352a50c9/summary>

# HERE FOR YOU

Are you facing any concerns related to corrosion, selection of material/right grade of stainless steel, maintenance and fabrication difficulties, or sourcing of material? We can provide support and revert with details required.

Our training van is also available to visit your factory to provide onsite training to your officers and technicians. Contact us at [marketing@jindalstainless.com](mailto:marketing@jindalstainless.com) and our technical and commercial experts will get in touch with you.

For any suggestions on this newsletter, reach out to [corporatecommunications@jindalstainless.com](mailto:corporatecommunications@jindalstainless.com)



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