

JINDAL STAINLESS - MARCH 2021

# STAINLESS POST



## OUR PARTNER, OUR PRIDE

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“ I STARTED MY JOURNEY WITH JUST 2 MACHINES...TODAY WE STAND AMONG THE LEADING STAINLESS STEEL P&T MANUFACTURERS IN NORTH INDIA ”

**Mr Manoj Aggarwal**  
Managing Director,  
Ravi Stainless Pvt. Ltd.



## NOTE FROM THE EDITOR

The International Stainless Steel Forum recently reported a 2.5% drop in the global stainless steel production figures for CY 2020. For an industry, like many others, which was initially battered by the business disruption brought in by COVID-19, the final score isn't altogether disheartening. Meanwhile, the Indian stainless steel industry has been emerging strong with its *Atmanirbhar* armour, and is looking forward to brighter opportunities. This edition chronicles an interaction between the Construction World magazine and Director, Jindal Stainless, Mr Tarun Khulbe, where he underlines the opportunities for Indian stainless steel sector in the coming time.

This edition of Stainless Post brings you Managing Director, Ravi Stainless Pvt. Ltd., Mr Manoj Aggarwal. A first-generation entrepreneur and a farmer's son, he made a humble beginning and went on to become a leading stainless steel pipe & tube manufacturer in north India. Also, read about various events and industry platforms where the Company leadership actively participated and presented its views. Don't forget to check out an interesting case study on the development of stainless steel underframes for

railways, in this edition of the newsletter. This edition of Stainless Post carries a special Holi contest with exciting prizes for its readers. Needless to say, there is an interesting *stainless* twist!  
Happy Reading!

**SONAL SINGH**

Head - Corporate Communications  
corporatecommunications@jindalstainless.com

# LEADERSHIP SPEAKS

## “SMALLER CITIES ARE INDIA'S CURRENT AND FUTURE GROWTH DRIVERS.”

Whole Time Director, Jindal Stainless  
Mr Tarun Kumar Khulbe

**T**arun Kumar Khulbe's directorial portfolio at Jindal Stainless since May 2018 has spanned sales and marketing, IT, logistics, strategic initiatives and subsidiaries – areas the industry veteran is well versed in as a result of his exposure at Jindal Stainless and, previously, Raymond Steel, which later merged into ThyssenKrupp, Germany. Under his watchful eye, Jindal Stainless has been recording consistent growth; sales by volume grew 7 per cent in FY19-20 to 915,900 million tonne (mt) while production increased to 973,995 mt, 10 per cent higher than the previous year. Even during the pandemic, Jindal Stainless logged slightly higher profit before tax for the nine months ending on December 31, 2020, than the same period the previous year! Drawing on his hands-on knowledge and experience of people, plants, projects and the management of business units in India and Germany, Khulbe has played a key role in steering Jindal Stainless towards sustained operational excellence through very delicate times. In conversation with CW, he elucidates the prospects for stainless steel and voices his concerns for the Indian industry, the world's second largest producer of steel, in light of the Government's recent policy decisions.



**India became the second-largest producer of steel in the world in 2018. Is the growth of stainless steel likely to outpace traditional steel?**

As an excellent engineering material, stainless steel provides sustainable solutions across diverse applications, such as automobiles and public transport, buildings and construction, process industries, food processing, nuclear and defence applications, etc. Along with being ~100 per cent recyclable, it also offers excellent corrosion resistance, a low lifecycle cost, high strength-to-weight ratio, durability, aesthetics and negligible maintenance requirement. For these reasons, we expect high demand for stainless steel in the coming years. Globally, demand for stainless steel has grown more than demand for all of its peers, the major metals, ferrous and non-ferrous. Stainless steel recorded a CAGR of 5.33 per cent between 1980 and 2019, thus outpacing carbon steel (CAGR 2.49 per cent) by far, according to the International Stainless Steel Forum. India's overall stainless steel

demand in 2019 was ~3.9 mt. Demand for stainless steel in India is growing at a CAGR of 8-9 per cent, according to the Indian Stainless Steel Development Association. India's lower per-capita consumption of stainless steel, ~2.5 kg against the world average of ~6 kg, highlights an immense untapped potential for stainless steel usage in India.

### In what areas do you anticipate the most growth, and why?

Stainless steel saw a temporary disruption, much like other core industries, in CY2020 owing to COVID-induced lockdowns. After the peak pandemic period, demand for stainless steel recovered better than expected owing to the government's timely economic stimulus and increased focus on in-house manufacturing. We are optimistic about demand for stainless steel recovering to pre-COVID levels in CY2021 provided trade is not disrupted further because of any unexpected associated complication. Stainless steel demand is triggered by public and private spending on infrastructure, favourable policies supporting sustainable infrastructure development, and an impetus that enables growth for the domestic MSME sector. Collectively, this builds a resilient ecosystem for robust stainless steel consumption. Stainless steel capacities in India are capable of turning the country into a global hub for the production and consumption of stainless steel. The industry is making sustained efforts to expand beyond the traditional applications of stainless steel in the country to increase the per-capita consumption from 2.5 kg. Most stainless steel demand in India comes from kitchen goods and white goods (~40 per cent of demand); architecture, building and construction; automobiles, railway and transport; and process industries. The Indian Railways drives a significant share of the national demand for stainless steel. Stainless steel wagons and coaches, allied rail infrastructure like foot over-bridges, proposed station modernisation and dedicated freight corridors are likely to sustain the demand for stainless steel. Increasing awareness of long-term sustainable solutions for infrastructure and construction and basing procurement decisions on the lifecycle cost are expected to boost demand for stainless steel. Proposed investments in public infrastructure are further bound to propel demand. Metro-rail projects continue to be a rapidly growing domain. Last year's experience testifies that medical and health infrastructure is expected to boost

demand for stainless steel as a safe, hygienic and inert metal.

### Jindal Stainless posted operational profits in Q2 and Q3. Is it safe to say that you are seeing pre-COVID demand levels? Has the impact of COVID-19 ended for you?

The stainless steel industry witnessed contraction in the beginning of FY21. However, domestic demand charted a 'V-shaped' recovery curve from July 2020 onwards. This bolstered our sales volume to 250,562 tonne in Q3FY21, 5 per cent higher year on year. The third quarter witnessed healthy revival in end-user segments like automotive, pipes and tubes, and industrial fabrication. Based on improved GDP growth, we expect further improvement in the domestic consumption of stainless steel and the same level of growth in CY2021. Domestic consumption accounted for 85 per cent of sales. However, ambiguity in the business environment owing to the ongoing pandemic makes it premature to set a number to this expectation. High commodity prices for finished stainless steel goods may impact demand in the long run. However, it is pertinent to note that in an open market economy, the prices of finished products are in consonance with the prices of raw materials. During the July- December 2020 period, the prices of major raw materials required for producing stainless steel increased substantially globally. Nickel prices surged by ~40 per cent, molybdenum prices increased by ~27 per cent, while copper and ferrous scrap grew by nearly 24 per cent and 45 per cent respectively. India's reliance on imports of these raw materials means the pricing of stainless steel finished products is directly linked with these highly priced inputs. Thus, it would be unreasonable to set a higher target than FY19-20 for the current fiscal. What could turn the scenario around for domestic players is the temporary suspension and revoking of existing countervailing duties on China and Indonesia, respectively, announced in the FY2021-22 Union Budget. This will allow foreign firms to easily dump subsidised stainless steel finished goods in the Indian market. This move will hurt the domestic industry, which is only just recovering from COVID-induced disruptions. Not only will organised players be hit severely, thousands of already stressed MSME manufacturers (which cater to over 35 per cent of the domestic stainless steel market) will turn into traders. Large producers will be forced to put their investment plans on hold.

Some MSME players will be compelled to shut shop, thus defeating the 'Make in India' vision. It will also hurt employment generation in the country. Worse, it will cause foreign stainless steel producers to benefit from the government's enhanced spending on infrastructure, further damaging the interests of domestic players. Overall, the industry's capacity utilisation still hovers at around 60 per cent. We have initiated talks with the government to review its decision and reinstate trade remedial measures implemented after a comprehensive investigation by the Directorate General of Trade Remedies.

**How have you innovated and expanded your product basket to cater to customers in auto, railway and other segments? What marketing strategies and partnerships have you set in place?**

We gauged a huge potential for stainless steel in the auto segment and took up a detailed market study along with our OEM customers. Consequentially, with our in-house R&D, we began indigenising certain auto grades along with our partners, and were successful in developing stainless steel grades that were earlier imported by the auto industry. Today, we are proud partners of a few major auto OEM companies who are locally sourcing stainless steel from Jindal Stainless. Grades like 436, 439, and 441, which are required for BS6-compliant exhaust systems, are now easily available in the domestic market.

Stainless steel capacities in India are capable of turning the country into a global hub for the production and consumption of stainless steel. The industry is making sustained efforts to expand beyond the traditional applications of stainless steel in the country to increase the per-capita consumption from 2.5 kg.

The Railways has been one of our major customers for over a decade now. Our partnership is not limited to the supply of raw materials but includes assisting them to modernise their infrastructure by means of stainless steel fabrication and upgrading

their standardisation code. Moreover, beyond rolling stock, we have been able to develop alternatives to carbon steel for allied railway infrastructure like foot over-bridges and railway bridges. We will soon be seeing India's first stainless steel foot over-bridge in Bhayandar, Mumbai. This stainless steel model is likely to be replicated across the western region as it is a highly corrosive zone because of its proximity to the sea. Beyond providing RDSO-certified raw material to the Railways, we regularly organise workshops to guide their workforce on various aspects of handling stainless steel. At present, Jindal Stainless has all the expertise, capacity, and raw materials to fulfil the demand of the Indian Railways.

**Tier 2 and Tier 3 cities are enhancing their consumption of stainless steel much faster. What is the reason for this phenomenon?**

Smaller cities are India's current and future growth drivers. In the natural course of development, these cities draw inspiration from metros in all respects, including infrastructure development. Given the gap between the current and potential consumption of stainless steel in Tier 2 and 3 cities, the growth rate of stainless steel is bound to be high. The metal can be easily adopted for public infrastructure projects, such as bus queue shelters, railway stations, public toilets, poles and signage boards. It is also an upcoming and preferred choice of metal for home and other architectural applications. The pace of general development in small cities is greater than that of metros, which naturally turns them into demand centres. In July 2019, Jindal Stainless launched the 'Jindal Saathi' cobranding programme for the decorative stainless steel pipe and tube sector (P&T), with around 100 MoU partners to guard the domestic market from counterfeit products and ensure supply of the right quality product to end-customers. Seeing the roaring success of Phase 1 of the campaign, we have expanded the scope of the programme from 28 cities to over 270 cities and towns in Phase 2. These include metros and Tier 1 and 2 cities, which house major and minor P&T markets. 



This article was published in the March'21 edition of Construction World Magazine. This has been reproduced for Stainless Post.

Read this interview on our website [here](#) 

# A STAINLESS WORLD



## Smell-free stainless steel compost bin uses smart airflow technology

Germany-based Kamaro Products has come up with aesthetic stainless steel compost bins that feature a smart airflow system and charcoal filter to prevent odour. Made from durable 18/10 stainless steel these bins can sit inside homes and are dishwasher safe. These bins feature a twin-bucket design and smart airflow system. Holes near the


(Source: Newatlas.com)

bottom of the outer stainless steel bucket allow air flow. The inner bucket has a capacity of 5 litres (1.3 gal), while the outer bucket measures 7.9 inches wide by 11 inches (28 cm) high, making it convenient for any kitchen. As an inert metal, stainless steel does not react with the produced gases while composting and adds style to this sustainable activity. S

## Stainless steel mixing vessels for European pharma industry



England-based Pharma Hygiene Products has come up with pharmaceutical grade stainless steel mobile mixing vessels. These vessels are meant for European pharmaceuticals' manufacturers. The available sizes include 5 litres, 10 litres, and 50 litres.

These mixing vessels are made of 316 pharmaceutical grade stainless steel. They come with mobile frames that help clean them quicker, as they can easily be moved from production to cleaning and back, as required. 


(Source: Twitter)

# GLOBAL NEWS BRIEF

## Global stainless steel production comes down by 2.5% in CY2020 - ISSF

**B**russels-based non-profit research organisation, International Stainless Steel Forum (ISSF) released figures for the full year 2020 showing that stainless steel melt shop production decreased by 2.5% year-on-year to 50.9 million metric tonnes. While Chinese stainless

steel production saw a meagre uptick of 2.5%, Europe and USA continued to show negative production numbers; 7.1% and 17.3% respectively.

Read the full report [here](#). 




(Source: ISSF)



# China's NPI price retreats amid futures weakness; nickel ore price also down

China's nickel pig iron (NPI) price fell in early March, pressured by a lack of spot activity and weakness in the London Metal Exchange three-month nickel price. Activity in China's NPI market has been muted since the LME nickel price started

to drop early this month, and this together with falling stainless steel prices in the country, has weighed on the NPI market.

Read more [here](#). 

(Source: Fastmarkets)

# OUR PARTNER, OUR PRIDE



Managing Director, Ravi Stainless Pvt. Ltd.  
**Mr Manoj Aggarwal**

Stainless Post interviews  
Managing Director, Ravi Stainless Pvt. Ltd., Mr Manoj Aggarwal- a first-generation entrepreneur who started small and rose to become one of the leading names in the pipe & tube industry in north India. Get to know him better as Mr Aggarwal traces back his professional journey.



## Tell us about your journey so far.

I belong to a middle-income group family. For long, farming was our major occupation. In 1993, my family migrated from Datta village to Hisar city in Haryana where I was employed as an accountant in Singla Steel Industries. While working in the 'steel capital' of north India, I gradually developed an interest for stainless steel. The metal was a burgeoning success and promised great business potential. After gaining sound knowledge of the business during my professional tenure, I decided to

set up Ravi Seamless Pipes Pvt. Ltd. in 2001 in Hisar. Initially, I struggled in setting up the business as I didn't have any business background; neither did I have any prior experience or deep pockets. Initially, I was acting like a 'one-man army', managing each and every facet of this newly set up business; from production and sales to marketing and accounting. Today, we stand among the leading stainless steel pipe and tubes manufacturers in north India. Today, our annual sales volumes have crossed 18,000 tonnes. I started my journey with just 2 machines. And today my plant infrastructure is studded with 20 tig machines, 2 high frequency machines, and 10 polishing lines.



Mr Aggarwal at his production facility in Hisar



**Under what circumstances did you start this business? What are the key milestones of your business?**

We started this business with a humble amount of money and limited manpower and equipment. Having no prior experience of the manufacturing sector, we faced several challenges on multiple fronts. However, we gradually learnt and successfully established two stainless steel pipe production machines in 2002. Throughout this process, we always prioritized quality over quantity. We delivered our customers with 100% loyalty and soon made a name for ourselves in the market. Shortly, we experienced a varied demand in the pipe segment- round, square, rectangular. This motivated us to invest in high frequency machines and produce a variety of pipe products to expand our customer base and product

portfolio to serve a larger market. My entrepreneurial journey still continues as my next target is to cross annual sales volume of 45,000-50,000 tonnes in next 3-4 years.



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

Our journey with Jindal Stainless started 10 years ago. Since our inception, we have relied on Jindal Stainless for the best quality material and service. Not just that, the Company is actively safeguarding the interests of domestic pipe & tube players who are into genuine stainless steel products, against the counterfeit industry. We are extremely happy to be supporting the Company's 'Jindal Saathi' endeavour. This move has helped us maintain a distinct advantage and even build our brand in the market. We share a special bond with Jindal Stainless as they have always played the role of a custodian of stakeholders.



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

My message to the budding manager would be to follow their passion with sincerity and discipline, and work towards making a difference. Remember

that there will be failure and resistance. However, our strength lies in not letting that meddle our focus. **S**



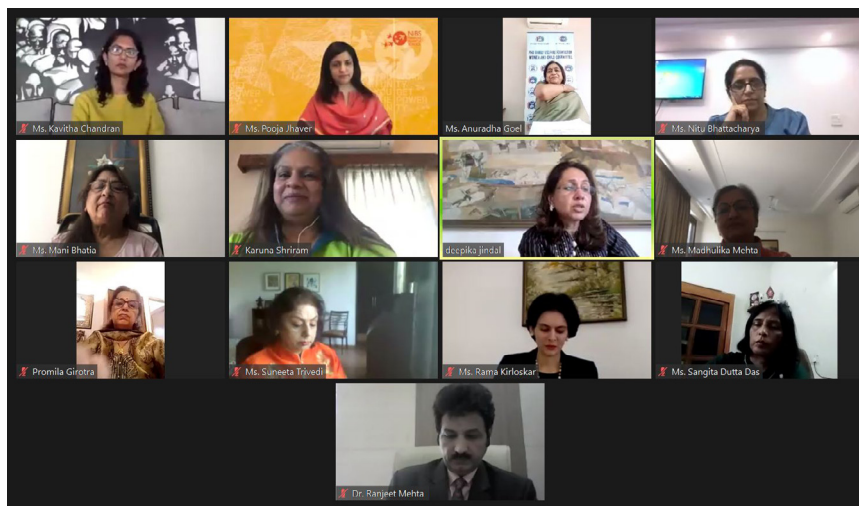
An inside still from Ravi Stainless Pvt. Ltd, Hisar

# JINDAL STAINLESS NEWSFLASH

## Ms Deepika Jindal participates in virtual events on International Women's Day




Addressing the panel in the virtual event hosted by New Delhi Institute of Management



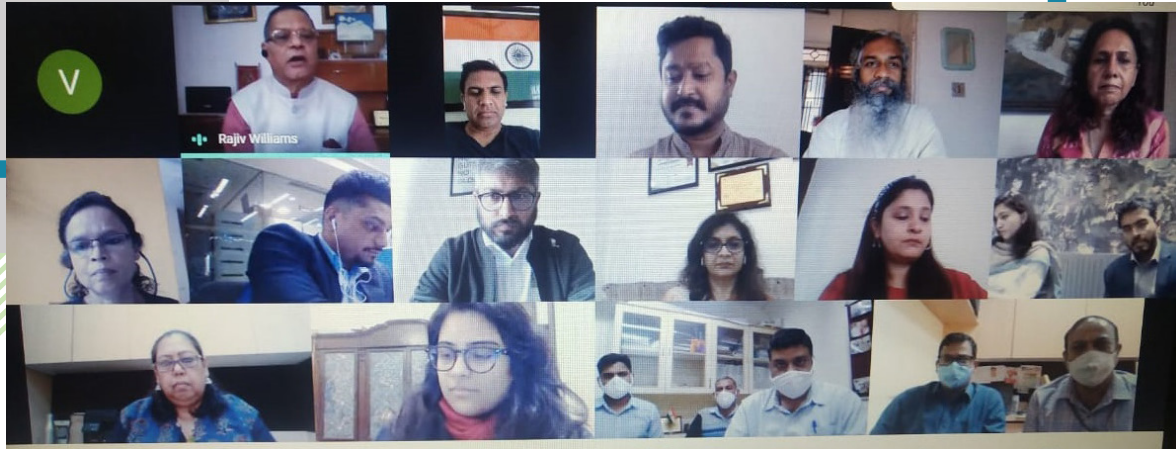
Ms Jindal participating in the virtual event hosted by PHD Chamber of Commerce and Industry

Managing Director, JSL Lifestyle Limited, the lifestyle arm of Jindal Stainless, Ms Deepika Jindal participated in online forums on the occasion of International Women's Day. Ms Jindal shared her entrepreneurial journey at *Start the Women's Leadership Decade* organised by New Delhi Institute of Management on March 13, 2021. Ms Jindal also participated in another virtual event hosted by PHD Chamber of Commerce and Industry

on March 5, 2021. She spoke about how women empower women, and how no woman should try to be someone else's version.

During the events, Ms Jindal connected with several other women leaders and talked about how she overcame various obstacles to establish JSL Lifestyle Limited as a recognized and premium lifestyle Company. 

## JSF Hosts Annual CSR Partners' Meet



Glimpse of the first virtual Annual CSR Partners' meet

Jindal Stainless Foundation (JSF) organised the annual CSR partners' meet virtually on February 16. Chairperson, JSF, Ms Deepika Jindal and Head, CSR, Brig (Retd) Rajiv Williams hosted 31 partner organisations in this meet. As a practise,

this meet provides a common platform to various CSR project partners where they interact and share their experiences and success stories with a wider community. **S**

## Jindal Stainless participates in a roundtable hosted by Government of Odisha and FICCI

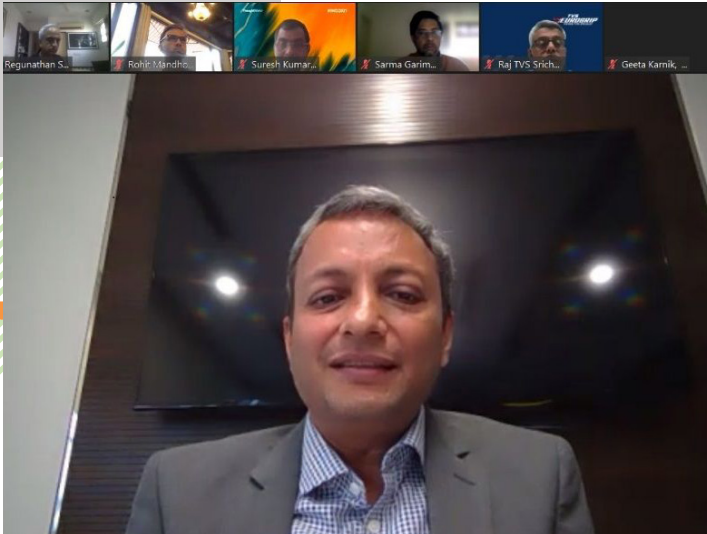


Mr Upadhyay participating in the virtual roundtable conference

Chief Resident Representative, JSL, Mr SS Upadhyay represented Jindal Stainless at a roundtable conference hosted by the Government of Odisha and FICCI on March 10, 2021 to discuss the development of ancillary and downstream industrial parks in Odisha as part of state government's investment plans. Mr Upadhyay

shed light on Company's plans to double capacity of stainless steel and continued effort to develop a complete ecosystem for downstream industries in stainless steel sector. He added how the Company plans to handhold SMEs and MSMEs from technology selection to market connect, and the setting up of a just-in-time service centre. **S**

## Group CFO, JSL participates in a webinar hosted by IMA



Mr Mantri addressing the audience during IMA India's CFO forum

In an exclusive webinar for IMA India's CFO forum members, Group CFO, Jindal Stainless, Mr Anurag Mantri shared insights on crisis management and elaborated on how several risk management techniques have been implemented within the organization to come out of these testing times. Expounding on the importance of keeping one's organizational objectives at the supreme level, Mr Mantri said that it is essential to consistently reiterate why the shareholder has given the money in the first place. Delving deeper into the topic of discussion, he also mentioned that in order to reduce the risk factor effectively, one must first exhaust all the commercial and operational tactics before venturing into the financial instruments. **S**

## Director, Jindal Stainless participates in the Indian Steel Markets Conference 2021




Mr Sharma addressing the audience at India Steel Markets Conference

Jindal Stainless participated in a virtual industry conference India Steel Markets Conference 2021 organised by mjunction on February 25-27, 2021. The Company was represented by Director, Mr Vijay Sharma who shared insight on the

stainless steel market and opportunities at hand. He also pointed out the challenges faced by the industry and the potential way forward for the Indian stainless steel sector. **S**

## Jindal Stainless (Hisar) Limited signs MoU with GJU, Haryana

Jindal Stainless (Hisar) Limited signed an MoU with Guru Jambheshwar University, Haryana. The objective of this MoU is to work towards skill development, training based outcomes, placements, research and development related services and other services so that both institutions can use their resources to bring more effective results. 



L to R- VC, GJU, Prof Tankeshwar Kumar and Head, Manufacturing-JSHL, Mr Vijay Bindlish



Delegates of GJU and JSHL at MoU signing



## IATF 16949: 2016 Certificate accorded to Jindal Stainless Limited, Jajpur

Jindal Stainless Limited, Jajpur bagged the IATF 16949:2016 (International Automotive Task Force) system certifications to better cater the requirements of its customers from the automotive segment. This QMS Certification for automotive will not only help the Company serve its customers better in terms of supplies of the products, but also showcases the JSL's commitment to customer services.




# CERTIFICATE

The Certification Body  
of TÜV SÜD Management Service GmbH  
certifies that

**Jindal Stainless Limited**  
Kalinga Nagar Industrial Complex,  
Danagadi - 755026, Dist. Jajpur (Odisha)  
India

has established and applies  
a Quality Management System for

**Manufacture of stainless steel hot rolled annealed and  
hot rolled annealed & pickled coils, plates and sheets,  
cold rolled annealed & pickled coils and sheets and  
cold rolled bright annealed coils and sheets.**  
(without Product Design as per Chapter 8.3).

An audit was performed and has furnished proof  
that the requirements according to

**IATF 16949**  
First Edition 2016-10-01

are fulfilled.

Issue date: **2021-02-16**  
Expiry date: **2024-02-15**

Certificate Registration No.: **12 111 61450 TMS**  
IATF Certificate No.: **0385533**



Head of Certification Body  
Munich, 2021-02-16

Page 1 of 1

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ZERTIFIKAT ◆ CERTIFICATE ◆ CERTIFICADO ◆ CERTIFICAT ◆ 認 證 證 書 ◆

MAR 01/2019

# MAKING THE YOUTH ATMANIRBHAR

## Stainless Steel Fabrication Training



[Click here to watch the video](#)

JSL, Jajpur has launched a stainless steel fabrication training program, meticulously designed to educate trainees on key fabrication functions like welding, cutting, and polishing of stainless steel. The training program encompasses theoretical knowledge as well as practical fabrication experience. The purpose of the initiative is to enhance employment in Jajpur.

**Click on the image to find out what the beneficiaries have to say about this program!**

# OFFiCE-OFFiCE

By Jindal Stainless



# DID YOU KNOW?

## STAINLESS STEEL GRADE 446

The ferritic, non-heat treatable stainless steel grade.

### Chemical Properties

- Chemical Composition (% by mass)

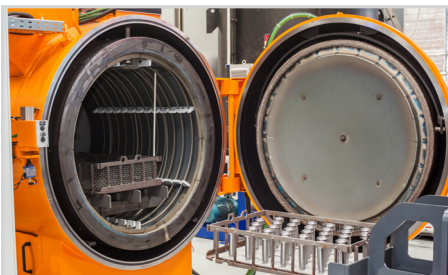
C: 0.2  
Cr: 23-27  
Mn: 1.5  
Ni: 0.25

### Mechanical Properties

- Allows annealing at a temperature of 1400/1525°F (760/830°C) followed by air cooling
- Can be easily welded using most of the traditional methods except oxyacetylene welding
- Showcases good resistance to high temperature oxidation and corrosion.

### Applications

- Kiln linings
- Oil burner components
- Soot blower systems



Kiln linings



Oil Burner components



Soot blower systems

# INSIGHTS

## Stainless steel underframes for railway coaches

*New Chrome-Manganese (CrMn) austenitic stainless steel grades offer extensive opportunities for durable and light-weight railway solutions.*

Stainless steel is best known in the railway industry for its corrosion resistance and higher strength in shell bodies. But now JSL's new Cr-Mn series 201LN grade offers exciting possibilities to help designers create stronger and long lasting coach underframes. This austenitic, low nickel grade


enables the construction of energy-efficient vehicles that also offer enhanced occupant safety. It also offers price stability and is 100% recyclable. 200 series of stainless steel is already being used as a cost effective alternative solution to convention Cr-Ni stainless steel.



Stainless steel underframe in SS 201LN grade.

### *Prolonged life with minimal maintenance*

Presence of elements like Chromium & Nitrogen in higher proportions, make 201LN highly corrosion resistant. Thus, SS underframes developed in this

grade, could be used for 25-30 years, with minimal repair and maintenance costs. 

Click [here](#), to read more 



## #ContestAlert

Share a **Holi moment**  
Using **Stainless Steel**

And get a  
chance to win  
exciting  
Amazon vouchers



[Click here to participate and follow the instructions.](#)

Use **#SafeAndStainlessHoli**  
hashtag while uploading your images



# ANSWER TO LAST MONTH'S QUIZ

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

This stainless steel building is considered a leading example of Art Deco architecture and signifies the first-ever use of 18-8 (18% chromium and 8% nickel) stainless steel in an American project. Can you guess its name and location?

## Answer

*The Chrysler Building is an Art Deco skyscraper in the Turtle Bay neighborhood on the East Side of Manhattan, New York City. It was the first ever use of this 18-8 stainless steel (18% Chromium, 8% Nickel) in an American project. The building sports stainless steel elements, including its needle, crown, gargoyles, and entrance doors made out of an austenitic alloy of stainless steel.*

Read more about the sculpture at [https://en.wikipedia.org/wiki/Chrysler\\_Building](https://en.wikipedia.org/wiki/Chrysler_Building)



## Winners

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

**Mr Shailesh Shah (SKM Inox, Mumbai)**  
and **Mr Ankit Kumar (Jindal Stainless).**

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Winners will receive a complimentary voucher from us shortly.



# SOCIAL BUZZ

CLICK ON THE PICTURES TO KNOW MORE

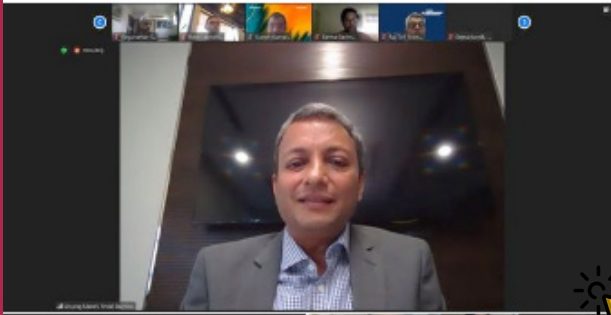


Jindal Stainless  
10 March at 11:31

In an exclusive webinar for IMA India's CFO forum members, Mr Anurag Mantri, Group CFO, Jindal Stainless, shared several insights on crisis management and extensively elaborated on how several risk management techniques have been implemented within the organization to come out of these testing times.

Expounding on the importance of keeping one's organizational objectives at the supreme level, Mr Mantri said that it is essential to consistently reiterate why the shareholder has given the money in the first place. Delving deeper into the topic of discussion, he also mentioned that in order to reduce the risk factor effectively, one must first exhaust all the commercial and operational tactics before venturing into the financial instruments.

IMA India  
#JindalStainless #RiskManagement #CrisisManagement #governance #postcovid19business #IMAInsight #bloomberg #SustainableFuture



Jindal Stainless  
9 March at 19:45

The PHD Chamber Of Commerce and Industry Family Welfare organised a virtual Women's Day event on the 5th of March 2021, where Ms Deepikka Jindal, MD and Creative Director, JSL Lifestyle LTD was invited to deliver a talk about her journey as a woman entrepreneur. Ms Jindal spoke about how women empower women, and how no woman should try to be someone else's version. She engaged everybody in her entrepreneurial story, where she shared how she defied all odds and glamoured stainless steel, which was always perceived as a boring material by all. With her creativity and passion, she built the brand 'artto'inox'. Today, she urges all women to take up what they aspire to be, and work towards it with complete dedication!

#InternationalWomensDay2021 #JindalStainless #IWD2021 #ChooseToChallenge



50 JSL  
JINDAL STAINLESS  
SUSTAINABLE GROWTH SINCE 1979

HAPPY  
Women's Day

#WomenOfStainless



50 JSL  
JINDAL STAINLESS  
SUSTAINABLE GROWTH SINCE 1979

This Women's Day,  
I #ChooseToChallenge

@JSL WOMEN







# SOCIAL BUZZ

CLICK ON THE PICTURES TO KNOW MORE

**Jindal Stainless** @Jindal\_Official · Mar 16

#StainlessSteel की वास्तु-कला आपके घर को लकड़ी या शीशे से भी अधिक आकर्षक बना सकती है। सुन्दर लगने के साथ-साथ स्टेनलेस स्टील जंग और आग लगने के खतरे को कम करता है और पर्यावरण के अनुकूल भी होता है। #JindalStainless

स्टेनलेस स्टील  
अपनाकर अपने घर की शोभा बढ़ाएँ

**Jindal Stainless** @Jindal\_Official · Mar 9

The @phdchamber Family Welfare organised a virtual #WomensDay event on the 5th of March 2021, where Ms Deepikka Jindal, MD and Creative Director, JSL Lifestyle was invited to deliver a talk about her journey as a woman entrepreneur. #JindalStainless #IWD2021 #ChooseToChallenge

**Abhyuday Jindal** @abhyudayjindal · Mar 19

Conducted our Rewards & Recognition programme in the corporate office for Q3FY21 and felicitated our star performers for the quarter. The power of appreciation is unparalleled. For the ones who deserve, must always be motivated with #appreciation. #mypeople

**Abhyuday Jindal** • 3rd+  
Managing Director at Jindal Stainless  
1w • Edited

In these testing times, all we primarily have is each other. Happy to take this step for the health and safety of #mypeople. Together, we will fight #COVID19. #JindalStainless

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Initiative to cover over 35,000 direct and indirect employees of the Company across India New...

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## STEEL 101: INTRODUCTION TO STEEL MAKING & MARKET FUNDAMENTALS

**MAY 11-12, 2021**

Steel Market Update's Steel 101 Workshop is the premier industry training for understanding steel making and market fundamentals. A team of experienced instructors from the steel industry will present and describe the structure of the steel industry and the steel making process, starting with raw materials, and going all the way through the various rolling mills and coating processes. The workshop will focus on all aspects of flat and long product production, quality, and market drivers.

**Date** : May 11-12, 2021

**Venue** : Virtual

**Website** : <https://bit.ly/39gyHfc>

# SAVE THE DATE

Conference

## Fresenius Seminar Stainless Steel Materials in the Food Industry

📅 22 Apr 2021 [Add To Calendar](#)

📍 Steigenberger Hotel Dortmund, Dortmund, Germany

# FRESENIUS SEMINAR STAINLESS STEEL MATERIALS IN THE FOOD INDUSTRY

**APRIL 22, 2021**

Fresenius Seminar Stainless Steel Materials in the Food Industry is a conference to learn how the system material reacts to different media, how to ensure passive surface conditions and how one can avoid subsequent corrosion by selecting the right material and surface treatment in the tender. Attendees will also receive important tips on hygienic design so that they can prevent operational problems due to insufficient cleaning or corrosion.

**Date** : April 22, 2021

**Venue** : Steigenberger Hotel Dortmund, Dortmund, Germany

**Website** : <https://10times.com/fresenius-seminar-stainless-steel-materials>

# 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)

Check out the previous editions of Stainless Post on our website! 



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