

Mahalaxmi Group forays into TMT Bar segment

Mahalaxmi Group is all set to introduce itself into the TMT Bar industry with its new enterprise Shree Mahalaxmi Vinimay Pvt Ltd. The new venture will be producing Mahalaxmi TMT bars in association with the world renowned Thermex process from Germany. Beating the downturn in real estate sector, Mahalaxmi Vinimay, a Rs 250 crore group based out of Kolkata, with operations in steel and metal across West Bengal, Jharkhand and Bihar has launched two new TMT bar brands this month. The two new brands are: EQR (earthquake resistant) brand for the hilly regions and CRS (corrosion resistant) brand for the coastal regions. Mahalaxmi becomes the first brand in India to sell two different brands of the same product according to their utility in varied geographical regions.

The company is a well known Steel manufacturing group in Eastern India with its chain of value added products like Reinforcement steel TMT bars specially rolled from billets and wire rods, MS Rounds, Pig Iron, Ingots. Mahalaxmi TMT Bars are available at a range of 8, 10, 12, 16 mm in Grades of Fe-415,500 at fixed length of 11/12 meters. The premium quality TMT bar has a wide application range in general purpose concrete reinforcement structures, like high rise buildings, bridges & flyovers, dams, thermal and Hydel power plants, industrial structures and other sophisticated concrete structures. Eco-efficiency is their main principle and keeping this in mind they have launched 2 varieties of TMT Bars – EQR (Earthquake Resistant Bar) and CRS (Corrosion Resistant Bar).

The advantages of Mahalaxmi TMT Bars are greater bond strength, easy bend ability and lesser crack.

The company has also chalked out a huge marketing plan where they are planning to tap the All India market and gradually extending to export to the foreign countries. They are putting their best efforts to create consumer awareness for quality construction steel and adopt the policy of "Best Quality Best Price".

Mahalaxmi Group which started manufacturing steel first in the year 2001 has reached to a mark of being a 250 crore company. With an investment of 80 crores and above they have installed four factories in West Bengal and Howrah and a rolling mill located at Jangipur. With a projection of increasing the production to 1 Lac tones by 2010 the company is investing huge amounts of money in importing state of the art modern machinery from international market. It is also involved in government projects in southern part of the country. The company is planning to set up 2 new rolling mills by next year with an additional investment of 80 crores.

Jaypee India, KRB Machinery develops Compact Rebar Shop concept

Jaypee India, pioneers of manufacturing bar bending and cutting equipment, has recently said that the company has tied up with KRB has successfully and is helping them commission two plants in the country.

"We have partnered with KRB, one of the four largest manufacturers of such equipment and together will be promoting steel service centers in India with the primary objective of providing readymade steel at site," says Aditya Mehta, Director, Jaypee India Ltd.

"The challenge is to show the justification in the initial investment to the potential buyers. Today you can build a structure in 12 months instead of two or three years, there is substantial savings. To do that you cannot cut and bend rebar at the job site. The cutting and bending being done off-site allow the customer to manage different projects at a time," says Nathan Kauffman, Vice President Marketing & Product Development, KRB, which controls 70% of the market in US.

Jaypee India has laid the stones of manufacturing bar bending and cutting equipment in India. "We are the pioneers of manufacturing bar bending and cutting equipment in India. Our brand Jaymac, is probably the best known brand in bar bending and cutting equipment," says Mehta.

Though a couple of plants are here as of now, the market is not fully aware about this concept. We are doing our best by conducting seminars to potential clients to make them understand the concept and how this can provide an edge to the business. We have already commissioned a 5000 tonne plant in Hyderabad for the Lanco Group," added Mehta. KRB has developed the Compact Rebar Shop, a system designed specifically for the customers' needs to process fabricated rebar from start to finish with minimal Touch Time. The business of fabricating rebar can be a very volatile business based on unstable material costs and endless labour problems. All the material handling between the cutting and bending processes are being handled at the Compact Rebar Shop, explains Kauffman.