



AARON Industries Limited

(CIN-L31908GJ2013PLC077306)

Registered Office & Unit-1: B-65 & 66, Jawahar Road No.4, Udhyog Nagar, Udhana, Surat -394210, Gujarat.

Unit-2: Block No. 251-B, Royal Industrial Park, Vill- Moti Pardi, Ta. Mangrol, Surat - 394120, Gujarat.

Tel:- 0261-2278410, **E-Mail:-** info1@aaronindustries.net, **Website:-** www.aaronindustries.net

February 22, 2024

To,
The Manager - Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai - 400051

Symbol: AARON

Dear Sir/Madam,

Subject: Press Release

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**Listing Regulation**"), a copy of the Press Release is enclosed herewith titled "**Triumph through Trials: The Journey to Mastering Stainless Steel Embossing**".

The said press release will be simultaneously posted on the Company's website at **www.aaronindustries.net**.

Kindly take the above information on record.

Yours faithfully,
For Aaron Industries Limited

Nitinkumar Maniya
Company Secretary & Compliance Officer

Encl: As above



Press Release

Triumph Through Trials: The Journey to Mastering Stainless Steel Embossing

Surat, February 22, 2024: Aaron Industries Limited (NSE: AARON) proudly announces the successful installation of a state-of-the-art embossing machine production line, marking a significant milestone in its manufacturing capabilities. Aaron has commenced commercial production of premium embossed design sheets, showcasing its commitment to innovation and quality in the stainless steel industry in India.

Management Comment

In an inspiring tale of resilience, innovation, and relentless pursuit of excellence, our company recently marked a significant milestone in the Indian manufacturing sector. It all started with the idea of adding a new Embossing Machine to our fleet. A machine that impresses patterns on stainless steel sheets. It was supposed to be an Import substitute as 90% of such sheet was being imported to India. So Aaron's Team took the initiative as a Make in India project to manufacture such sheets which would reduce the dependency on imports and also impact the cost.

The journey began with high hopes as we acquired a sophisticated embossing machine, poised to revolutionize the stainless steel industry in India. However, the path was far from smooth. The initial plan was for expert foreign engineers to lead the installation process. Yet, geopolitical tensions between India and China threw a wrench into the works, preventing their entry into India due to visa restrictions. Faced with an unforeseen challenge, we were left on our own.

Our engineers, through multiple video conferences with foreign engineers, kept struggling to install the machinery. Eventually at one point the Video Conferences were not helpful and so our team kept on pushing to achieve the unachievable. With sheer dedication and commitment, our team finally brought the machine to life and then we started our efforts toward achieving the highest quality possible. The following months were a testament to our unwavering commitment to quality, as we experimented, refined, and optimized our processes until we achieved the desired outcome.

Today, we stand as the only company in India capable of offering more than seven varieties of embossing patterns on stainless steel sheets. This achievement is not just about the installation of a machine; it's a story of overcoming adversity, embracing challenges, and the relentless pursuit of excellence. Our engineers' journey from novices to masters of this sophisticated technology is a powerful reminder that with hard work, persistence, and a bit of ingenuity, no obstacle is insurmountable.

The response from our customers has been overwhelmingly positive, affirming our belief in the quality of our work and the value of our products. As we celebrate this milestone, we look forward to pushing the boundaries further, driven by the same spirit of innovation and resilience that has brought us this far.



This achievement is more than a technical milestone; it's a narrative of human spirit, teamwork, and the relentless pursuit of perfection. As we move forward, we remain committed to excellence and innovation, ready to tackle the next challenge with the same determination and spirit.

About Aaron Industries Limited

Aaron Industries Limited specializes in the elevator industry, focusing on both the manufacturing of elevators and the production of elevator parts. With two well-equipped units strategically located in Surat, Gujarat, Aaron has established itself as a key player in the region, providing quality elevator solutions to its clients. In addition to manufacturing units, Aaron has expanded its operations with a branch in Ahmedabad, Gujarat, further strengthening its presence in the western part of India. Recognizing the importance of catering to diverse markets, Aaron has also established a branch in Dankuni, Hoogly reflecting its commitment to serving clients in the West Bengal. Beyond its core elevator business, Aaron has diversified its portfolio by venturing into the polishing of stainless steel sheets, showcasing its versatility and commitment to meeting various industry needs. With a strong foothold in key locations and a dedication to quality, Aaron is poised for continued growth and success in the elevator and stainless steel polishing sectors.

For more details, please visit www.aaronindustries.net.

For any Investor related query, please contact:

Mr. Monish Doshi

Director & CFO

Phone: 0261-2278410,

Email: info@aaronindustries.net

Mr. Nitinkumar Maniya

Company Secretary

Phone: 0261-2278410,

Email: info1@aaronindustries.net

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