

## 1 PRODUCT CUSTOMISATION

From being a manufacturer of commoditised products, we have transformed ourselves into being a provider of customised, differentiated and bespoke solutions. We don't just sell the product – we identify the problem and provide a relevant solution to customers. Having understood the impact of ramming mass on productivity and profitability of a steel plant, we customise and tailor-make each of our products. We enable this by understanding the plant parameters and by developing and despatching tailor-made material. Besides, we also constantly fine-tune our products through regular monitoring and by keeping a check on deviation.

## 2 HIGH-VALUE MANUFACTURING

We have moved our focus from low-value to high-value manufacturing. We are achieving this by catering to large and quality-conscious players manufacturing with high value orders.

## 3 INVESTING IN R&D

We are making the right investments in R&D in the production process. With technical collaborations with India's best institutes and with the most experienced technical advisors, we have an improved R&D set-up. With a fully equipped laboratory and an equally compatible technical team, we are improving our processes, products, and thus, increase the productivity of steel plants.

## 4 FOCUSSING ON PRODUCTIVITY ENHANCEMENT SOLUTIONS

Till recently, manufacturing and trading of ramming mass and other quartz-related items had been our primary segments. However, gradually we have exited completely from trading owing to the lack of any value-add from this business. Instead, today we are only focussed on manufacturing of ramming mass and supplying it to steel manufacturers.

## 5 EXPLORING OPPORTUNITIES IN FOUNDRY

We are exploring the significant and ever-growing opportunities in the foundry segment. India has one of the world's largest foundry industry, most of whom are extremely quality conscious. With our technical collaboration with JWK AB Sweden, we have developed a product which is suitable for the foundry industry.

### UNDERSTANDING THE OPPORTUNITY

