



सत्यमेव जयते  
Ministry of Steel  
Government of India



4th INTERNATIONAL EXHIBITION CUM  
CONFERENCE ON STEEL INDUSTRY



**January 22 - 24, 2019**  
Mumbai Exhibition  
Centre, Mumbai



# INDIAN STEEL INDUSTRY: OVERVIEW



Steel is one of the most important, multi-functional and most adaptable materials which plays a key role in making lives convenient. Being the basic raw material for a host of manufacturing activities, steel forms the backbone for national economic development. The steel industry is often considered as an indicator of economic progress, because of the critical role played by it in infrastructural and overall industrial development of a country.

Indian Steel Industry contributes to all the facets of an economy, including GDP, industrial and infrastructural development. Presently, the sector contributes over 2% to national GDP and employs over 3 million people, directly, & indirectly. India is the second largest steel producer in the world. Total crude steel production in India has increased at a CAGR of 5.43% during FY12–18, with country's output reaching 106.5 MT in FY18, up by 4.9% from 101.5 MT in 2017. Moreover, India's steel production capacity has expanded rapidly over the past few years, growing at a CAGR of 8.71% from 59.84 MT in FY08 to 137.98 million tonnes in FY18. India is the world's largest producer of Direct

Reduced Iron (DRI) or Sponge Iron, with total production of sponge iron at around 28.5 MT during 2017-18. Steel output of India is expected to increase to 128.6 MT by 2021, accelerating the country's share of global steel production from 5.4% in 2017 to 7.7% by 2021.

Driven by rising infrastructure development and growing demand from sectors like automotives, construction, consumer durables & capital goods, India's per capita consumption of steel grew at a CAGR of 3.96% from 46 kgs in FY08 to 69 kgs in FY18. India is currently world's 3rd largest consumer of finished steel and is expected to be 2nd largest consumer soon.

Even though consumption of total finished steel has increased by approx. 8% in 2017-18, to reach 90.68 MT, Indian steel industry still has significant potential for demand led growth, underscored by the fact that the per capita steel consumption in the country at 69 kgs is much lower than the global average of 212 kg. The need of the hour is not just to enhance domestic steel consumption, but also creating a demand for Indian steel abroad and giving a boost to steel exports.



# GLOBAL SCENARIO



- In 2018, global crude steel production reached 1,808.6 mt, showing a growth of 4.6% as compared to 2017
- China remained world's largest steel producer in 2018 (928.3 mt) followed by India (106.5 mt), Japan (104.3 mt), and the USA (86.7 mt).
- World Steel has projected India's demand to grow 7.3%, in 2019, one of the highest growth rates globally. Globally, steel demand is expected to grow by only 1.4% in 2019.
- Per capita finished steel consumption in 2017 is placed at 212 kg for world and 523 kg for China by World Steel Association. The same for India was 69 kg in 2018.

**Global Steel Production in Fy18**

**1,808.6 MT**

**Growth increase in Fy18 over FY17**

**4.6%**

**India's position as global steel producer**

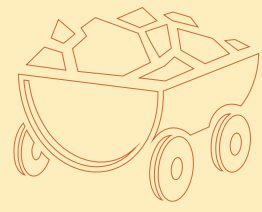
**2nd**

**India demand increase in 2019 over 2018**

**7.3%**

**Global demand increase in 2019 over 2018**

**1.4%**



# DOMESTIC SCENARIO



- The Indian Steel Industry has been growing rapidly, since its deregulation, riding high on the resurgent economy and rising demand for steel, with Government as a facilitator in creating conducive environment for improving efficiency and performance of the steel sector
- Government has rolled out two ambitious policies for the sector, namely National Steel Policy 2017, which has laid down the broad roadmap for encouraging long term growth for the Indian steel industry, both on demand and supply sides, by 2030-31 and DMI&SP policy for providing preference to domestically manufactured Iron & Steel products in Government procurement. DMI& SP policy seeks to accomplish PM's vision of 'Make in India' with objective of nation building and encouraged domestic manufacturing
- The National Steel Policy 2017 and Domestically Manufactured Iron & Steel Products Policy 2017 has led to huge growth in both production and consumption of steel. It is worth noting that the DMI&SP policy has brought an estimated savings of around Rs.8500 crores worth of foreign exchange, since its roll out in 2017
- The technological profile of the Indian Steel Industry has witnessed a substantial change, since its deregulation. There has been a rising trend in efficiency parameters of steel makers viz. productivity, energy efficiency, environment friendliness with setting up of new large modern steel plants based on latest technologies and modernisation/ expansion of existing steel plants
- Ministry of Steel is providing financial assistance for setting up of Centre of Excellences for creation of world class facility for metallurgical engineering and also for development of human resource for the

steel sector. Such facilities are promoting R&D for the iron & steel sector and also generate skilled manpower for the sector. Four such Centers have been set up/ approved at IIT Kharagpur, IIT Bombay, IIT Madras and BHU

- Ministry of Steel in association with UNDP and AusAid have implemented the project "Up scaling Energy Efficient Production in Small Scale Steel Industry in India". Through this project, skill development training was imparted to implement energy efficient technologies in 283 re-rolling mills and 4 induction furnace units for improvement of productivity, reduction in energy consumption and GHG emission. This resulted in average 24% reduction in energy consumption in these units
- More than 85% of steel products in the country are under Mandatory Quality Control Orders; including 47 carbon steel and 6 stainless steel products. Government has been facilitating supply of quality steel for critical end-use applications such as infrastructure, construction, housing and engineering sector; ensuring health & safety of the consumers

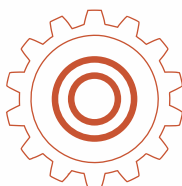


# ABOUT INDIA STEEL 2019



**4**<sup>th</sup> edition of India Steel - International Exhibition and Conference was successfully organized on January 22- 24, 2019, at Mumbai Exhibition Centre, Mumbai. It was jointly organized by the Ministry of Steel, Government of India and Federation of Indian Chambers of Commerce and Industry. The mega event provided an apt platform to all the participants, delegates, business visitors and other key stakeholders from the Steel and other related industries to interact with and explore new business avenues. Aligned with the theme of the event – Balancing Demand & supply dynamics upto 2030: Building a New India- the Exhibition cum Conference dwelled upon the demand & supply drivers of Indian Steel Industry upto 2030, highlighting the importance of competitiveness, capabilities, improving technical quotient, supportive logistics infrastructure for the movement of raw materials and finished steel, improving trade, multilateral dialogue and international outreach of Indian Steel Industry.

## EVENT OBJECTIVES



- To bring investment & technological advancements into the Indian steel sector
- To lay out the roadmap for the industry upto 2030
- Showcasing the latest products, technology, machinery & equipment, applications & developments in the Indian steel industry
- Disseminating knowledge about new applications of steel amongst the user segments
- Disseminating knowledge about the developments and best practices in analysis, design and construction methodology pertaining to steel and mining
- Understanding global steel markets
- Highlighting the inter-linkage of mining and steel in Indian perspective
- Highlighting the mining developments that can impact the Indian steel industry
- Identifying opportunities in Indian steel supply chain and logistics

# EVENT HIGHLIGHTS



- 200+ Exhibitors from India and abroad with footfall of 9000+ Business Visitors
- 2 Day International Conference on changing demand & supply dynamics of Indian steel Industry, highlighting upon key enabling factors scripting the growth of the sector for decade ahead focussing upon logistics, technology, special steel, etc.
- CEOs Roundtable - 30 CEOs participated in the roundtable to have a closed-door deliberation on the key issues in Steel Industry
- Dedicated sideline meetings to deliberate upon sector-specific opportunities and challenges
- B2B Meetings
- Hosted Reverse Buyer Seller Meet with delegation from over 145 International Stakeholders from 37 countries
- 600+ conference delegates and 68 speakers

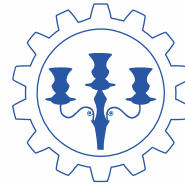


# INAUGURAL CEREMONY



The event was inaugurated by Shri Chaudhary Birender Singh, Hon'ble Minister for Steel, Government of India in the august presence of dignitaries like Sh. Abubakar BawaBwari, Hon'ble Minister of State, Ministry of Mines & Steel Development, Federal Republic of Nigeria, Sh. Binoy Kumar, Secretary, Ministry of Steel, Government of India along with CEOs of all major steel producers in India, officials of various government departments and members of trade associations.

# LAMP LIGHTING CEREMONY



*Hon'ble Minister for Steel, Shri Chaudhary Birender Singh and Sh. Abubakar BawaBwari, Hon'ble Minister of State, Ministry of Mines & Steel Development, Federal Republic of Nigeria during lamp lighting ceremony of India Steel Expo'2019.*



*(From left: Sh. Binoy Kumar, Secretary Steel, Government of India, Sh. Sandip Somany, President, FICCI, Sh. Aditya Prasad Padhi, Chief Secretary, Government of Odisha, Hon'ble Minister for Steel, Shri Chaudhary Birender Singh & Sh. Abubakar BawaBwari, Hon'ble Minister of State, Ministry of Mines & Steel Development, Federal Republic of Nigeria*

# SOUVENIR LAUNCH DURING INDIA STEEL 2019



Souvenir launch took place on the inaugural day of the event. The souvenir carries messages from VVIPs, speakers etc. It also has articles around steel & allied industries from eminent personalities / experts on the steel industry across the world.



# RIBBON CUTTING CEREMONY DURING THE EXHIBITION



From L to R: Shri Sandip Somany, President, FICCI, Shri Binoy Kumar, Secretary, Ministry of Steel, Govt. of India



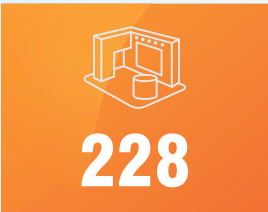
**HON'BLE STEEL MINISTER, GOVT. OF INDIA AND HON'BLE MINISTER OF STATE,  
MINISTRY OF MINES & STEEL DEVELOPMENT, FEDERAL REPUBLIC OF NIGERIA  
VISIT TO THE EXHIBITION**



# EXHIBITION OVERVIEW



India Steel 2019 welcomed 228 exhibitors and 9147 business visitors. The positive atmosphere of the exhibition reflected the strong state of India's steel market. Exhibitors described India Steel 2019 as ideal for generating leads, closing business deals and building lasting relationships. Exhibitors from across the globe showcased / launched products highlighting the ever-increasing importance of steel. Reverse Buyer Seller Meetings and planned B2B sessions was organised during India Steel 2019 which had participation of 210 foreign delegates from 63 countries. Business and investors made the most of the multiple networking opportunities and numerous agreements and collaborations were initiated at the successful Buyer Seller Forum. Furthermore 610 delegates received profound insights from around 68 speakers at the accompanied high-quality conference, at the exhibition stage program and side events.



**EXHIBITORS**



**VISITORS**

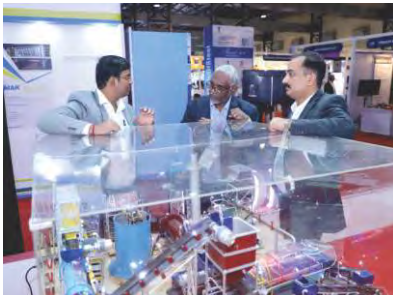


**COUNTRIES**



**SPEAKERS**





# REVERSE BUYER SELLER MEET

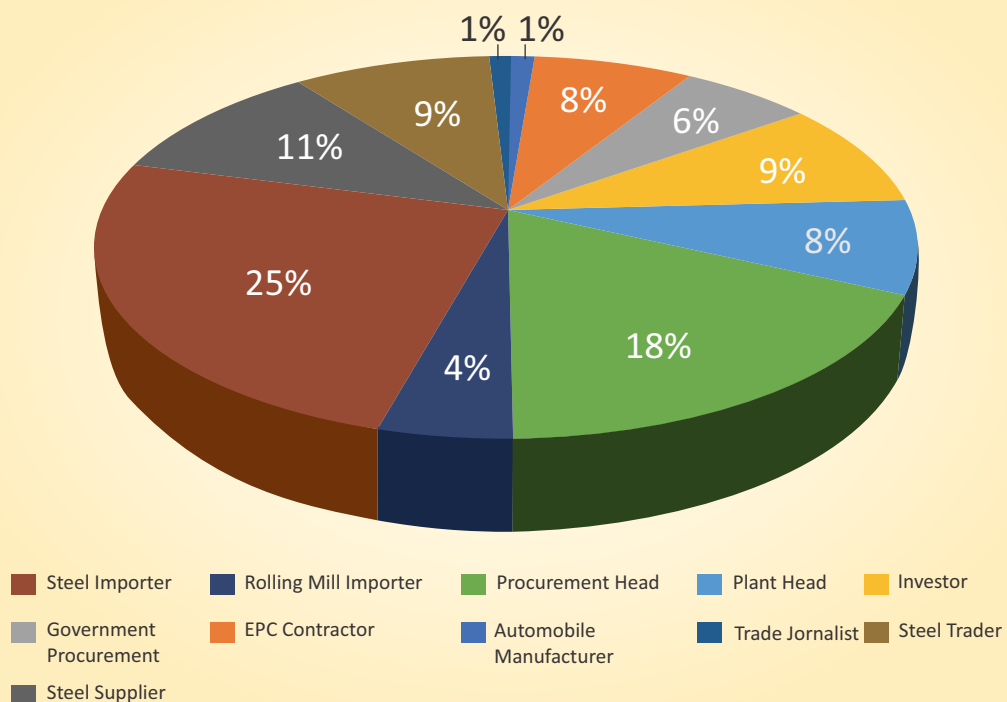


Reverse Buyer Seller Meet and planned B2B sessions was organised and had participation of 210 foreign delegates from 63 countries. the platform generates new business opportunities by helping exhibitors to meet the right B2B professionals. Many exhibitors took the opportunity to get directly in contact with potential buyers and new companies at the pre-scheduled buyer seller meetings. over 4630 meetings were conducted with the exhibitors. Exhibitors benefited especially from one-on-one meetings with influencers & decision makers, developed new business contacts & formed new strategic partnerships, gained industry knowledge & a better understanding of the budget allocations, product requirements, sourcing needs and procurement process of the buyers.





**Hosted Foreign Buyers - Occupation Wise**



# INDIA STEEL 2019 HOSTED VISITORS FROM A WIDE VARIETY OF FIELDS INCLUDING:

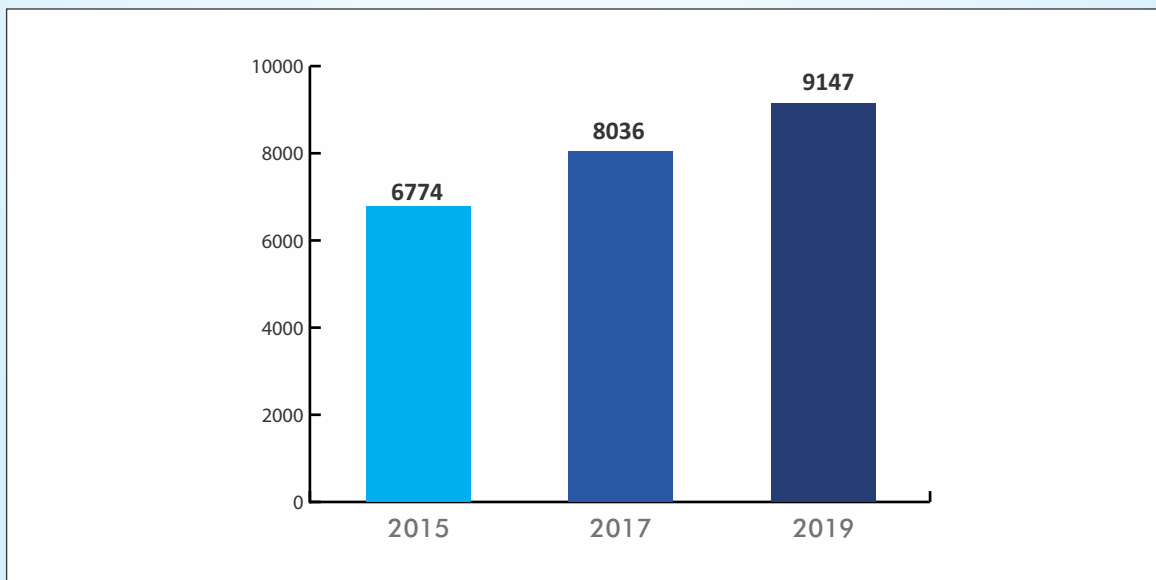


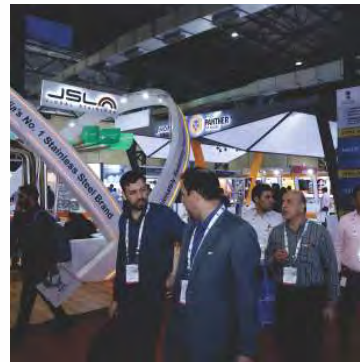
- Infrastructure Developers
- Equipment Manufacturers
- Government Policy Makers & Decision Makers
- Global Steel organizations
- Engineers & Architects
- EPC Contractors
- Procurement Head of Steel Plants
- Decision makers
- Media & Associations
- Embassy officials
- Others

## VISITOR FOOTFALL



The growth potential of the Steel Industry is clearly visible by the increasing number of visitors that attended compared to previous years





# MoU SIGNING CEREMONY



Ministry of Steel introduced a new session this year during India Steel 2019 which is MoU signing ceremony. The ceremony was held under the Chairmanship of Secretary, Ministry of Steel, Government of India along with other dignitaries from the Ministry and Industry.

The session provided a platform to all the exhibitors, to showcase their new venture and tie-ups in steel industry and introduce their future business prospect with Government partners and discuss their new business plans with the support of the Government.



MoU signed between O.P Jindal University, Raigarh and Fronius India P Ltd



MoU signed between A.R Engineering Works Ltd, India and Devki Steel, Kenya



MoU signed between P P International India P Ltd, India and Sealco International Ltd, China



MoU signed between Lighthouse Info Systems P Ltd, India and Maharashtra Airport Development Co. Ltd



# CONFERENCE PARTICIPATION



<b>TOTAL NUMBER OF SPEAKERS</b> <b>68</b>	<b>INTERNATIONAL SPEAKERS</b> <b>8</b>	<b>DOMESTIC SPEAKERS</b> <b>60</b>	<b>TOTAL NUMBER OF DELEGATES</b> <b>610</b>	<b>INTERNATIONAL DELEGATES</b> <b>225</b>	<b>DOMESTIC DELEGATES</b> <b>385</b>
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# CONFERENCE OVERVIEW



A two days Conference was organized with an objective to learn about the best practices and global experiences, exchange innovative ideas, explore areas of collaboration and above all, to provide a platform for informative and interactive sessions between various stakeholders in the steel industry. The conference had an overwhelming support with participation of more than 600 delegates and 68 speakers from India & abroad. It successfully delivered on its objective of having discussions and analysis on Indian steel industry of 2030.



Aligned with the theme, Balancing Steel Demand & Supply Dynamics: Building a New India, the presentations across the technical sessions provided a glimpse of the demand drivers, technological developments, environment sustainability and growing relevance of special steel in the Indian steel context for the decade ahead.



### Session 1: Demand Dynamics for Indian Steel Industry (Day 1)

This session deliberated upon key demand drivers, defining the growth trajectory of Indian Steel Industry. It also highlighted projections for steel demand in the decade ahead across sectors like construction, automobiles, engineering & fabrication, etc. The session was moderated by Sh. Neeraj Agrawal, Director, Ministry of Steel, Government of India.



### Session 2: Role of Logistics in Indian Steel Industry (Day 1)

This session highlighted significance of supportive logistics in the industry to meet its growing demand for moving finished steel as well as the input materials. Since logistics cost for the industry is one of the highest in the world, the session provided useful insights on ways & means to reduce these costs. Sh. Shashi Bhushan Shukla, Member (Traffic), Inland Waterways Authority of India, Ministry of Shipping, Government of India chaired this session.



### Session 3: Technology Solutions for Enhancing Productivity & Efficiency (Day 1)

This session highlighted the latest innovative technologies that are set to bring a change in the Indian steel industry in the decade ahead. Since modern steelmaking process relies on advanced technologies for attaining cost advantages, raw material efficiencies and enhancing productivity, the session was immensely beneficial in highlighting technologies aligned with Indian Steel industry's needs & inherent advantages. The panellists comprised of major technology & services providers of the steel industry. The session was held under the chairmanship of Smt. Ruchika Chaudhry Govil, Joint Secretary, Ministry of Steel, Government of India



### Session 4: Key Enablers for Indian Steel Industry (Day 2)

This session shed light on key enabling factors defining & supporting the growth of Indian Steel Industry upto 2030. The session comprised of deliberations around raw material sufficiency, capital availability, skill enhancement among others. This session was held under the Chairmanship of Smt. Aruna Sharma, Former Secretary, Ministry of Steel, Government along with Sh. Anil Gopishankar Mukim, Secretary, Ministry of Mines, Government of India as the Guest of Honour.



### Session 5: Steel at the core of Green Economy (Day 2)

This session deliberated upon the role of steel industry in building & sustaining a green economy, while highlighting upon the sustainable and recycling properties of steel. The session shed light on alternative uses of scrap to reduce waste, effective utilization of slag in agriculture and other industries and role of steel as a material of choice for sustaining green economy. The session was Chaired by Sh. Saraswati Prasad, Special Secretary & Financial Advisor, Ministry of Steel, Government of India.



### Session 6: Steel at the core of Green Economy (Day 2)

This session highlighted upon growing relevance of stainless steel & new generation steel in India; and its demand & supply dynamics up to 2030, while discussing the Challenges faced by the industry in the decade ahead. It was discussed that the vision document and policy for alloy & special steel, under consideration by the Government would bring path-breaking reforms in the industry, by not only increasing the output of special steel but also by producing more grades of special steel in the country. This session was Chaired by Sh. Kaushal Sinha, Vice President, M N Dastur & Co.

# CEO ROUNDTABLE

The CEO Round Table was one of the major highlights of the event. The Round Table was led by Shri Chaudhary Birender Singh, Hon'ble Minister for Steel; in august presence of Sh. Binoy Kumar, Secretary, Ministry of Steel, Government of India and Smt. Ruchika Chaudhry Govil, Joint Secretary, Ministry of Steel, Government of India.

The industry leaders shared their vision for the industry with the government officials. They highlighted that India has all the potential meet its targets as envisioned in National Steel Policy and the Industry is well poised to be the second largest consumer of steel very soon.



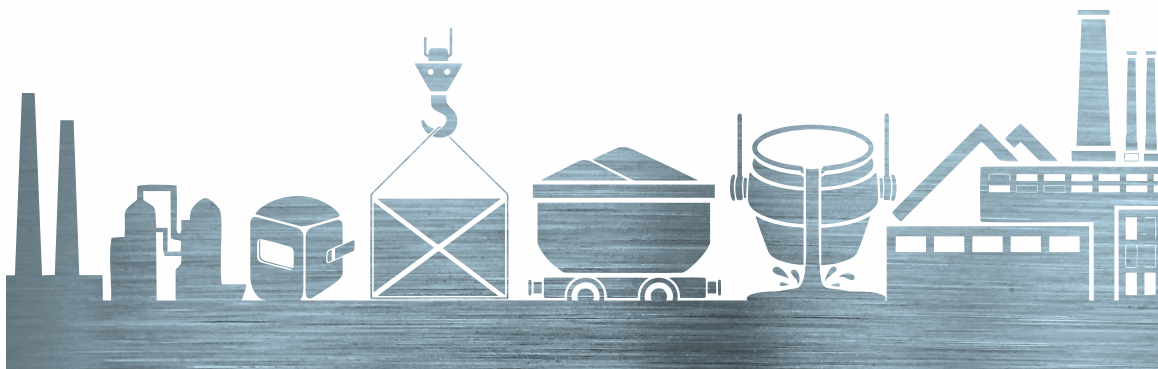
# SIDELINE MEETINGS

One major highlight of India Steel 2019 was successful organization of 5 dedicated sideline meetings to deliberate upon sector-specific opportunities and challenges. The meetings held on the sideline of two-days conference are elaborated below:



## **Meeting 1: Quality Standards in Steel Products & Import Substitution**

Smt. Ruchika Chaudhary Govil, Joint Secretary, Ministry of Steel, Government of India, Chaired the sideline interactive meeting on Quality standards in steel products & import substitution. The meeting witnessed participation of around 30 industry stakeholders. The meeting highlighted upon the relevance of quality / certification based non-tariff barriers in restricting growth of rising imports, the need of introducing BIS standards for steel products in certain grades / products which are more comprehensive, among others.





**Meeting 2: Interaction of Indian Secondary Steel Sector**

The representatives of Indian Secondary Steel sector had closed door interaction with Shri Chaudhary Birender Singh, Hon'ble Minister for Steel, & Sh. Binoy Kumar, Secretary Steel, Government of India, along with other Government officials. The meeting gave an effective platform to secondary steel players to raise their specific concerns & challenges before the government. The meeting witnessed participation of around 25 players from the secondary steel sector



**Meeting 3: Interaction of Technology Providers with Indian steel producers**

The Interactive meeting of technology providers with Indian steel producers was held under the Chairmanship of Dr. Mukesh Kumar, Director, Steel Research & Technology Mission of India. Dr. Kumar apprised the participants about various initiatives taken by the Government & SRTMI for undertaking collaborative research in the areas of energy conservation, environmental & productivity issues, development of alternate technologies based on non-coking coal&slag (steel slag-BOF/EAF) utilization in Agriculture, Road Construction etc., among others. The meeting was attended by 20 participants from the technology providers & steel producers.



**Meeting 4: Interaction of Defence units and Representatives of Ordnance Factory Board with Steel Producers**

The meeting highlighted upon opportunities for steel producers in defence equipment upgradation & indigenisation. The interaction also outlined need of collaboration with DRDO & academic institutions in terms of technology and manufacturing capabilities. The meeting was Chaired by Comd. Rakesh Anand, Chairman and Managing Director, Mazagon Dock Shipbuilders, Sh. Dinesh Kumar Likhi, Chairman & Managing Director, Midhani & Sh. Apurba Majumdar, Addl. General Manager, Ordnance Factory Ambarnath. The meeting witnessed participation of around 30 stakeholders from the industry & defence sector



**Meeting 5: Interaction of Indian steel producers with construction sector**

The Interaction of Indian steel producers with construction sector was chaired by Sh. Neeraj Agrawal, Director, Ministry of Steel, Government of India. Since construction & infrastructure sectors contribute over 60% of total steel demand in the country, the interaction proved to be a beneficial platform for major industry stakeholders to learn about the opportunities in the sector, especially in value added products & structural steel segment. The meeting was well attended by around 25 stakeholders from the construction sector & the industry



# MARKETING & MEDIA COVERAGE



- Digital promotion played an important role in creating awareness
- The expo continued to rank number 1 on Google web pages
- Press releases, articles, event listings, and media invites were issued to maximise visibility
- Indian and international online media partners promoted the expo
- Articles appeared in leading electronic, print and online media
- 150,000+ invitations were mailed to:
  - Representatives from central and state government ministries and departments
  - Trade bodies and associations
  - Embassies in India
  - Representatives from public and private organizations, engineers, architects, consultants, suppliers, buyers, project management companies, EPC contractors, non-governmental organizations, financial institutions, end users, etc.



**The extensive promotional campaign conducted for the 4th India Steel 2019 expo was as follows:**

- Digital/Electronic/Online
- News items were issued by online portals (India Today, Money Control, Times of India, etc.)
- TV channels broadcast coverage of the expo (CNBC, NDTV Profit, News Nation, Zee Business etc.)
- E-mailers were issued by media partners to their database
- Hyperlinked banners advertisements were displayed on online partner's websites
- Prominent websites listed the expo
- Dedicated e-mailers containing information on sponsors, speakers, the conference programme and exhibitors were sent to a data base of 550,000+ potential visitors.

## MEDIA SUPPORT:

**INDIA STEEL 2019 WAS PROMOTED THROUGH VARIOUS PUBLICATIONS, TRADE MAGAZINES, WEB PORTALS.**

### **SOCIAL MEDIA**

  LinkedIn, Twitter and Facebook platforms were updated daily throughout the year

### **PRINT**

Articles appeared in mainstream papers such as Times of India, Hindustan Times, Economic times, Financial Express, Business standard, The Week etc. Advertisements were released in magazines / trade journals

### **TELE-PROMOTIONS**

A dedicated tele-calling team undertook extensive delegate and visitor promotion to Steel industry professionals and stakeholders.

- Brochures, flyers, posters and invitations were distributed globally to business organisations, government departments, embassies, chambers of commerce, associations, academia, etc.
- Collaterals were distributed in the exhibition and conference areas
- The daily news magazine was published on all three days of the expo for distribution to attendees (exhibitors, delegates, government authorities, sponsors visitors, etc.)
- The expo directory containing information about exhibiting companies was distributed to the delegates and exhibitors
- The faculty booklet containing speaker profiles and conference sessions was distributed to delegates and speakers.

# PRINT AND ELECTRONIC COVERAGE SNAPSHOTS

This section displays a grid of electronic news coverage. On the left, there are several TV news screens from channels such as CNBC, BTVM, and Zee Business, showing various news anchors and reports. On the right, there are newspaper clippings from 'India Steel 2019', featuring a large photograph of Union Minister for Steel, Chaudhary Birender Singh, and text discussing the industry's growth and government support.

# PRINT COVERAGE - PRE EVENT COVERAGE

This section shows pre-event print coverage from various Indian newspapers. Clippings include 'India Steel 2019 Angles in Mumbai' from The Hindu Business Line, 'Mega steel expo opens today' from Navshakti, and 'India Steel exhibition' from The Statesman. Other clippings are in Marathi and Hindi, such as 'इंडिया स्टील 2019' and 'अर्थव्यवस्था में तेजी से बढ़ेगी इस्पात की खपत'.

# MAINLINE COVERAGE

# PRINT COVERAGE - POST EVENT COVERAGE

# FINANCIAL COVERAGE

This section features post-event print coverage from major Indian newspapers. Clippings include 'India replaces Japan as 2nd top steel producer' from The Indian Express, 'India may beat US in steel demand: Min' from The Pioneer, 'Bad Debt is Not a Bother Answer: Steel Minister' from The Economic Times, and 'Steel Minister bullish on the sector' from Business Standard. Other clippings discuss government support for secondary steel producers.

# REGIONAL COVERAGE

This section displays regional print coverage in Marathi, Hindi, and Gujarati. Clippings include 'पोलाद उद्योगाच्या विकासासाठी भरीव तर्तूद' from Sakal, 'स्टील के उपयोग में इस साल भारत दूसरे से रहेगा' from Navshakti, and 'स्टील के उपयोग में आगे होगा भारत' from Financial Express. Other clippings discuss steel demand and government initiatives in regional contexts.

# VALEDICTORY SESSION



The valedictory session was held in the august presence of Sh. Vishnu Deo Sai, Hon’ble Minister of State for Steel, Government of India. The session also witnessed participation of various dignitaries from the Government as well as the industry.



From Left: Dr. Mukesh Kumar, Director, SRTMI, Government of India, Sh. Tin Myint, Senior Technical Advisor, Myanmar Steel Association, Sh. Rajesh Ivaturi, Partner, Deloitte, Sh. Sanjay Chadha, Additional Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India, Sh. Vishnu Deo Sai, Hon’ble Minister of State for Steel, Government of India, Sh. Jayant Acharya, Director - Commercial, Strategy & Marketing and Co-Chair, FICCI Steel Committee, Sh. Prabir Raychaudhury, Director - Commercial, Rashtriya Ispat Nigam Ltd. and Co-Chair, FICCI Steel Committee, Sh. Arpan Gupta, Deputy Director & Head, Mines, Metals & Cement Division, FICCI and Sh. Neeraj Agrawal, Director, Ministry of Steel, Government of India.



Speaker: Sh. Sylvester Damiani Ghuliku, Managing Director, State Mining Corporation, Tanzania

# EXHIBITOR'S TESTIMONY



India Steel is one of the largest events on Indian Steel industry which not only attracts stalwarts from the Indian industry but participants from many other countries as well. Overwhelming participation of the exhibitors both from India and abroad is an added advantage for the participants. My congratulations to the organizers for their stupendous efforts for making this event a grand success.

**Sh. A K Chaudhary**

Chairman, Steel Authority of India Ltd. and Chair, FICCI Steel Committee



Congratulations for organising this successful event. A valuable opportunity to hear from steel industry leaders and stakeholders at an exciting time for the Indian steel industry

**Dr. Edwin Basson**

Director General, World Steel Association



It was very informative to hear from major stakeholders of Indian steel industry, including policy makers, technology providers, mining and various other stakeholders on various matters concerning the Steel Industry at India Steel 2019. The idea of organizing various dedicated sideline meetings to deliberate upon sector-specific opportunities and challenges was a very fruitful initiative and I would like to appreciate the organizers in their excellent execution of the same.

**Sh. Jayant Acharya**

Director - Commercial, Strategy & Marketing and Co-Chair, FICCI Steel Committee



The India Steel 2019 event was an excellent forum to showcase the strength of Indian Steel Industry at the global level. It broadly covered all major aspects, critical for the growth of our steel sector. The various technical sessions conducted were not only informative and enriching but were also quite apt in addressing the concerns of building a New India with Steel as a major infrastructure component.

**Sh. Abhyuday Jindal**

Managing Director, Jindal Stainless Ltd. & Co-Chair FICCI Steel Committee



India Steel 2019 was very well attended with more than 600 delegates and more than 9000 business visitors from India and abroad. It was enlightening to hear from around 68 speakers over the two days of conference, deliberating over the current issues & challenges of the Indian Steel sector. The discussions held at the event would definitely help in furthering the growth of Indian steel industry.

**Dr. Mukesh Kumar**

Director, SRTMI, Government of India



India Steel 2019 was indeed an impressive event with excellent organization by FICCI. The conference sessions were coherently organized with perfect panelists for having insightful discussions. The session on Role of Logistics in Indian Steel Industry, which I participated in, was articulately composed with speakers flagging and addressing the key issues with respect to logistics in the Indian steel sector.

**Sh. Shashi Bhushan Shukla**

Member (Traffic), Inland Waterways Authority of India, Ministry of Shipping, Government of India



INDIA STEEL 2019 was an effective platform for information exchange and gain insights on dynamics of steel industry. The interaction of defence sector with Indian Steel Producers was quite propitious. I believe that our Steel Manufacturing units will make the most of this opportunity and will work closely with the defence sector to develop specialized products for the sector.

**Commodore Rakesh Anand, IN (Retd.)**

Chairman & Managing Director, Mazagon Dock Shipbuilders Ltd.



It was a great experience speaking at this conference and getting an opportunity to highlight upon the key enabling factors defining and encouraging the growth of Indian Steel Industry. INDIA STEEL is a great learning platform for all major stakeholders of steel industry. The event offers tremendous opportunities for interaction and exchange of ideas / best practices in the steel sector.

**Sh. Jeffery Lu**

Managing Editor, S&P Global Platts



India Steel 2019 provided an apt platform to Global Steel players to understand the dynamics behind the growth story of the sector. Attending the event has indeed been an enriching experience. The deliberations were quite responsive to the needs of our growing steel sector. I would like to applaud FICCI and Ministry of Steel for organizing such a mega event and making it a success.

**Sh. Lalit Mishra**

Head - Strategic Engagements, India IoT, Tata Communications

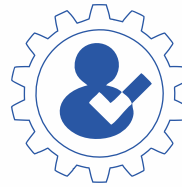


Steel India Exhibition 2019 has been a enriching experience for us. It provided a great platform to connect with Steel Ministry Officials, our peers in Steel Industry customers as well as suppliers. It also helped us in understanding various new technologies and innovations related to steel equipment, production process and raw materials usage. The exhibition has given us a great platform to interact with Hon'ble Steel Minister where we could present to him challenges being faced by steel industry today. We could also discuss with him the way forward by which we can achieve 'Mission 2030' i.e. to produce 300 MTPA steel. We congratulate Steel Ministry, Government of India and FICCI for conducting such a successful event and look forward to attending more such exhibitions.

**Sh R K Goyal**

Managing Director, Kalyani Steels Ltd.

# KEY RECOMMENDATIONS



1. Developing newer applications / usages for steel products, like steel furniture, steel usage at railway platforms etc. to increase demand for steel. Also, stainless steel should be aggressively advocated in dairy industry, which will not only lead to increased demand for steel but will also be hygienic & healthier for users.
2. In order to make the industry competitive both domestically & globally, duties on all input raw materials for steel making should be rationalized and reduced.
3. As power is a critical input for steelmaking & India's power cost is US\$ 8-10 higher than competing nations, there is an immediate need to rationalize & reduce power costs.
4. As logistics cost in India is twice than that of developed nations, there is a need to devise cost efficient modes to meet logistics needs of the industry, like development of inland waterways, slurry pipelines with improvement in the rail wagon capacity & designs. Moreover, there is a need to resolve current issues around rake availability, track congestion, road infrastructure etc. Introduction of special wagons with sliding roofs, padded grooves & flooring to move CR coils should be prioritized.
5. Develop technology which supports & encourages development of special steel for niche sectors like automobiles as this would also help in import substitution of special grade steel.
6. As steel scores over other competing materials in Life Cycle Analysis, the LCA basis should be incorporated in procurement clauses issued by public agencies.
7. Since there has been surging steel imports through FTA route in last few years, it is recommended to review FTAs with ASEAN, Japan & Korea.
8. For increasing iron ore supply in the market, it is recommended to reconsider the concept of captive mining. Introduce a mechanism which brings flexibility in selling the left-over ore in the market since not all types of iron ore can be used in a particular steel plant. Equally important is to expedite smooth transition of merchant mines in 2020 to ensure uninterrupted supply of raw material for steel production.
9. To curb the imports of defective steel products, peak duty rate @ 40% on such imports should be introduced.
10. Align Indian standards with global standards for steel products, since BIS standards for steel products in certain grades / products are not comprehensive and manufacturers still rely on ASTM, EN, DIN & other international standards.
11. As latest technologies entail appropriate & adequate skilled labour force to man the enhanced capacity additions, it is recommended that Ministry of Steel should collaborate with NSDC & educational institutes to introduce training / skill enhancement programmes.
12. Develop mechanisms to capture heat present in the waste, as this can be used to produce electricity and cater to 1-3% of electricity requirement of the steel mills.
13. Develop special financing packages for the steel industry since capital required to fund the capacity expansion to 300 MT, aligned with the targets of National Steel Policy is in the tune of Rs 10-12 lakh crores.
14. A separate comprehensive policy for steel plants with capacity of less than 1 million ton should be framed to provide capital for modernization and serving working capital loans. All such plants should also be exempted from mandatory environmental clearance.
15. Prioritizing policy document for alloy & special steel focusing on 100% localization of alloy steel products for import substitution along with export promotion
16. Basic customs duty on stainless steel imports should be at par with that of carbon steel.
17. Regulate, formalize & incentivize collection of scrap, with establishment of shredding centres for scrap collection.
18. To reduce the taxation on industry, it is submitted to subsume multiple taxes & duties (royalty, cess etc.) on raw materials like iron ore into GST. Also, royalty rates need to be reduced & all levies like DMF, NMET should be subsumed in the highest capped rate of royalty.
19. In order to reduce water usage in steel making, it is recommended to use air coolers in place of water coolers in the mills.
20. There is a need to fix life tenure of steel products depending upon end-use applications. This will not only ensure safety for consumers but will simultaneously stimulate steel demand.

# Thank you PARTNERS

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Types of Spaces	Minimum Area	Participation Charges (Per sq .mtr)	
		INR	US\$
Shell Space	12 sq.mtr	11,000	330
Bare Space	36 sq.mtr	10,000	300

## CONFERENCE PARTICIPATION CHARGES

Delegate	Registration	Early Bird Discount (Till 30th Sep 2018)	FICCI Member Discount	Group Discount (3 or more)
Indian	Rs 5,000	10%	10%	10%
Foreign	US\$ 100			

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