

A JOURNEY OF LEADERSHIP





Philosophy of participation, coordination of efforts and the commitment to grow stronger has infused us with the power to build our leadership, over the years.



NETWORK & SPREAD

OUR PASSION FOR COLLECTIVE PARTICIPATION AND COLLECTIVE GROWTH HAS CONTRIBUTED IN SHAPING OUR PHILOSOPHY OF "TOGETHERNESS". WE ARE NOW PERCEIVED AS A PROGRESSIVE BRAND, NOT ONLY RISING IN MARKET SHARE, BUT ALSO IN OUR PARTICIPATION IN COMMUNITY ACTIVITY, AND PROVING OUR COMMITMENT TO PEOPLE. FOR US OUR PERSONNEL, ASSOCIATES, SPECIFIERS, CUSTOMERS AND FELLOW CITIZENS ARE PARTNERS IN GROWTH.

OUR GEOGRAPHIC EXPANSION HAS DEVELOPED MORE MARKETS FOR US, SUBSEQUENTLY WE NOW HAVE PLACED FACILITIES IN MORE LOCATIONS. THIS HAS CREATED A ROBUST DISTRIBUTION NETWORK, ENABLING US TO SERVE A LARGER CUSTOMER BASE. WE NOW FEEL CLOSER TO OUR CUSTOMERS.



COMMITMENT

OUR COMMITMENT IS TO ASSIST CUSTOMERS IN EVALUATING THEIR NEEDS, MEETING THEIR BUDGETS AND ACCOMPLISHING THEIR PROJECTS ON TIME THROUGH BETTER SCHEDULING AND DELIVERIES, FOR WHICH WE HAVE ENSURED OUR PRESENCE IN MORE DISTRICTS AND STATES. BRAND LEADERSHIP DEMANDS COMMITMENT OF PRINCIPLES, WHICH INSPIRE TRUST AND STRONGER BOND WITH VARIOUS STAKEHOLDERS. IT'S ALL ABOUT CREATING CONFIDENCE THAT "YOUR ASPIRATIONS WOULD SURELY BE ACHIEVED IN OUR VISION".



COMMUNITY

YOU BUILD INDIVIDUALS, DEVELOP A POSITIVE ECOSYSTEM AND STRENGTHEN VALUES, COMMUNITIES WILL AUTOMATICALLY BE DEVELOPED. SUCH COMMUNITIES WILL NATURALLY ENSURE THE QUALITY OF A HIGH STANDARD. WE UNDERSTAND THAT A VALUED EMPLOYEE OR ASSOCIATE PARTNER MEANS ASSURED CUSTOMER, THEREFORE, BUILDING RELATIONSHIPS WITH EMPLOYEES, SPECIFIERS, CONTRACTORS, BUILDERS, COMPANIES WORKS AS A BONUS OF ADDED BELIEF IN THE BRAND. OUR INITIATIVES TO PAY BACK TO SOCIETY HAVE HELPED US IMMENSELY IN COMMUNITY BUILDING AND SOCIAL DEVELOPMENT..



CALIBRE

THE BASIS OF BUILDING A SUCCESSFUL ORGANIZATIONS IS PROFESSIONAL KNOWLEDGE, EXPERT TECHNOLOGY AND COMPETENT WORKFORCE THIS CALIBER OF OURS AT RAJURI, IS THE REAL METTLE WE PRODUCE — THIS HAS BEEN OUR WAY TO ENSURE A SUSTAINED LEADERSHIP.

OUR LEADERSHIP HAS BEEN SHOWN IN PRODUCTION OF EXCELLENT PRODUCTS AND IN DELIVERING A GREAT CUSTOMER EXPERIENCE. RAJURI STEELS TAKES PRIDE IN THE PROFESSIONAL METTLE AND THE CALIBER OF ITS TEAM WORKING BEHIND OUR VISION OF “STRENGTH OF TOGETHERNESS.”



VOLUMES

WE HAVE GROWN IN VOLUMES BY SCALING UP OUR PRODUCTION, IMPROVING FACTORY INFRASTRUCTURE AND MODERNIZING MACHINERY. SUCH RENEWED EFFORTS HAVE IMPROVED OUR PRODUCT RANGE AND MADE US CLIMB TO A BIGGER LEAGUE. WITH SMART CITIES AND THE RAPIDITY OF INFRASTRUCTURAL EXPANSION, RAJURI STEELS HAS EQUIPPED ITSELF TO MATCH WITH THE SPEED OF RAPID ECONOMIC GROWTH OF THE COUNTRY.

Leaders build strength on values

We follow robust value system to ensure supreme quality

"Quality is always the result of sincere effort, intelligent direction and skillful execution."

An enterprise can be only as strong as the values it adopts and implements.

Usually, this will mean a set of product standards, service standards, a growth-oriented organisational culture, corporate and social values.

Relevant and reliable products are at the foundation of our aspiration. We are responsive to changes in technology and the construction environment - infrastructure is today created at a new pace, using new methods and materials.

Our company is continuously upgrading and embraces the cutting-edge of transformation.





Towards a trust as strong as steel

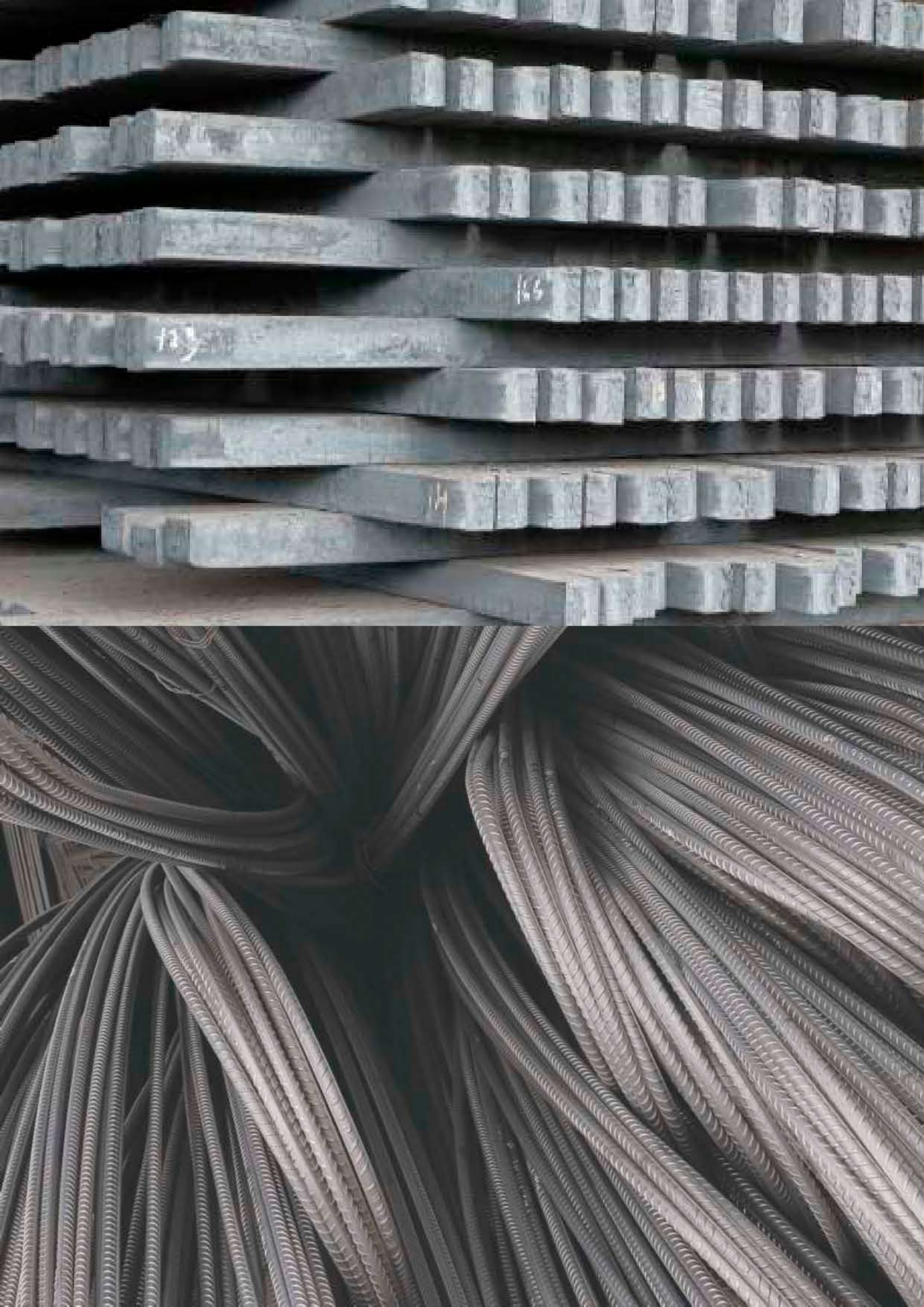
Values neither exist nor can be practised in isolation - they are linked to the customers and society we serve. Construction scenario has been evolving - there are cost pressures, new safety norms, and innovative projects. A steel manufacturer for the construction sector has to keep pace.

Besides a technically sound product, along with increases in production, the company has to address a wider geography, establish a larger network, and extend its influence further. It is by successfully tackling these challenges that it can attain a leadership role. A values-driven company achieves it in a win-win for many people.

Rajuri Steel's mantra has been 'the power of togetherness' - a holistic view where the customer, the distribution network, the company's personnel, the construction industry and the expert specifiers are all contributors to our success with their inputs and effort. Rajuri Steel has ISO 9001:2015 Certification and its products bear the mark of IS:1786 and IS:13920. Further, it is the only plant in India where each bar is certified by SGS Online.

Rajuri Steel has thereby earned the trust of India's leading infrastructure and engineering companies, residential and commercial builders, architects and structural engineers, and lakhs of homeowners. Among the largest steel bar manufacturers in Maharashtra, RAJURI STEEL is also the sole manufacturer of corrosion-resistant steel in the state and among the select few producing its own high quality billets. It has innovative products in TMT rebars and employs stringent quality standards and contemporary technology like Quenching and Tempering (TMT) Technology by the world renowned 'THERMEX', HSE, Germany. A full fledged Quality Control Lab ensures conformity with BIS & other international parameters.

The company manufactures High Strength Deformed (HSD) steel bars of varying grades: Fe 415, Fe 500 and Fe 550 (with elongation values of more than 16 %) in 8 mm to 32 mm sizes.



Raising the bar to international standards

Rajuri Steel has upgraded its product range to newer standards as modern construction projects aim at lower civil maintenance and a longer service life. Licensed Cooling Technology in use at the company's rolling mill ensures the TMT Rebars are produced to International Standards such as:

German BSt500 of DIN488 Swiss Topar 500 s of SIA 162
British Gr.450 of BIS 444-1978 French Fe E50 of NF-A35-016, etc.

Rajuri 500 Rebars:
process + passion = performance

Rajuri Steel has implemented automated manufacturing, and upgraded its testing facilities and in-house R & D. While building its process strengths, the company has also scaled up its manpower quality by focusing on skills and fostering an achievement orientation across the ranks of the organisation.

Dependable and superior TMT Rebars



High elongation values of 16 - 25 %, ensuring greater safety



Rajuri TMT bars results in 15 - 20 % reduction in steel consumption and cost savings up to 10 - 15 %



Rajuri steel is uniquely made to be stronger, more bendable and has a higher thermal stability



More efficient for Seismic and/or Fatigue Loads

Thus, the company supplies safer products, which are better value for money.

Own specialised product development centre

A centre dedicated to provide customers with prompt, innovative and cost-effective solutions - the R&D department of Rajuri is headed by competent scientists and engineers, and equipped with sophisticated diagnostic research equipment.

Attaining optimal bar strength:

Rajuri Steels' R&D investment, together with its R&D capability has given it an edge over others. The transformation phase of molten liquid iron to raw billets determines the final strength of the finished steel rebars. Rajuri's R&D team has identified and calculated the shortest possible time for this transformation.

Corrosion- (A study of causes and solutions) Causes: The deadliest enemy to any concrete structure reinforced with steel is corrosion. Coastal Breezes, Seawater, Saline Subsoil, Gaseous emissions in industrial regions are some of the main reasons that accelerate corrosion. Structures affected by corrosion live less than half of its expected life.

Introducing RAJURI 500 CRS Bars:

RAJURI 500 CRS Bars are produced using a judicious selection of corrosion resistant elements (Cu, P & Cr). To begin with - Billets (raw material for bars) are manufactured through Continuous Casting Process (Concast). Then these CRS Billets pass through Rolling by Quenching and Self Tempering Process. The microstructure resulting from QST process leads to high corrosion resistance as compared to conventional Cold Twisted Deformed (CTD) Bars and ordinary TMT Bars.

This radical approach and the process involved to fight corrosion has been named NANO TECHNOLOGY by Rajuri Steel. As of today, very few steel companies across the world possess the technology to effectively resist corrosion.

Rajuri 500 CRS Advantages:

- Longer life due to superior pitting corrosion resistance.
- More strength along with greater safety.
- No extra precaution while handling and transporting the material.
- No extra precaution during welding
- Suitable for applications in Seismic zones
- Cost effective



India's only Rebar SGS-certified online



Perfection comes to life only when people pursue it



"Know-how is just one part, it takes rigorous implementation to achieve the desired end-result"

While several manufacturers have adopted cooling technology for production of TMT rebars, only a few are able to ensure consistent quality. Rajuri Steel is an established success story in quality management in TMT Rebars.



Skilled work personnel



Complete control over the system



Conducive work culture

Having established a quality management system functioning at all levels, Rajuri Steel now intends to achieve continual improvement and provide customer delight at all times. The company regularly conducts workshops aimed at developing organizational excellence, quality awareness, skill upgradation and customer satisfaction.

Rajuri Steel is among the select few companies where the entire manufacturing process is conducted in-house. Right from producing billets to the finished rebars ready for shipment, every stage is thoroughly planned, executed and tested before the material goes to the next phase. And last but certainly not least is the company's workforce. All employees have been carefully handpicked after a meticulous selection procedure ensuring that only those with high levels of professionalism and commitment made the grade.

So it's no surprise then that Rajuri Steel continues to enjoy premium brand status when it comes to TMT rebars.

Customer Support on Wheels

Rajuri Steel believes in on-site support and has a team visiting customers to extend support. Rajuri Steel has organized a mobile van that visits construction sites to help structural and civil engineers solve challenges arising during construction and to guide them where needed. The service is open to all, free of charge.

The van is well-equipped to provide real time testing and assessment of materials. Many homeowners and apartment buyers have little knowledge about what makes good construction steel, and yet considering the percentage of life savings invested in such a purchase, they should get more information. Rajuri Steel shares such knowledge with them in an easy-to-understand format.



Extending leadership into CSR activity in the community



While we improve our technologies, our products, our lifestyles and so on, it's important to upgrade our human and social values as well. Seeing the heinous practice of female infanticide and also discrimination against the girl child, Rajuri Steel is tackling the issue through various programmes to influence the community.

Partnering with the company's distributors across the nation, combined with advertising campaigns, road shows, seminars, Rajuri Steel had made a small but definite beginning to bring a difference in every girl's life.

Seasoned actors and drama enthusiasts come together to impact audiences with messages on girl infanticide. With active encouragement from Rajuri Steel, this Touring Street Play was able to reach people even in the otherwise remote areas and begin the process of social awakening. Poster contests and exhibitions have also served to propagate awareness on this sensitive issue.

An emerging corporate leader has to connect with the community at large and draw strength from its progress, and in turn, serve people as customers, associates, and fellow citizens. We at Rajuri Steel call this 'the strength of togetherness'. It strengthens the values that are the backbone of enterprise and of a society.





Bringing people together to aggregate value

Technology upgrade has its place, but we are also focused on enabling our professionals - not only our employees but also to serve the people with an instrumental role, the masons and artisans. This helps in proper handling and saving of material at the site.

For years, Rajuri Steel has been organising training and orientation meets at the district and taluk level.

Engineers, architects, and civil project managers are the other professionals we engage with regularly. We have quarterly meets to interact, inform and collect feedback. As the nation grandly celebrates Engineers Day, Rajuri Steel greets them at various venues and programmes on the occasion. As a brand, our leadership has been built on the trust and goodwill of the concerned people and the companies and institutions they work for. It is a matter of pride for us that we have decades-long relationships with stockists and area distributors.

Each contributor is a vital link, in our view, in maintaining customer trust in our products and services and the ultimate value we deliver carries **the strength of togetherness.**





RAJURI FACTORY PLANT, JALNA



The customer's perception
is our reality





The strength of togetherness

Rajuri Steels other range of products:



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