

In-Depth Market Analysis

INDIA

The Next Stainless Steel Powerhouse?

BRAND NEW

market study (500 pages) –
all you need to know about
stainless steel in India!



Producers | Raw Materials | Demand | Outlook to 2020 | Company Profiles

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Wolfgang is the Managing Director of Austrian based Steel Market Intelligence GmbH. He holds a degree in International Marketing from the University of Applied Sciences, Kufstein, Austria. He had pursued a part of his studies at the California Lutheran University in the USA. In 2002, he joined SMR as a Market Analyst and later he was promoted to the position of Managing Director of the newly created SMI GmbH. Wolfgang has been following and analyzing the stainless and special steel industry for more than 10 years.

Alina Racu

Alina Racu joined the SMI team in 2010 as a Research Analyst and assists Wolfgang Lipp in conducting market studies. In 2014, she was promoted to the position of Market Analyst and now is responsible for her own projects. Prior to working at SMI, she earned a double degree in Business Administration and Political Science in Bucharest, Romania, and then pursued a graduate programme in Business Consultancy with focus on Marketing at the University of Applied Sciences Wiener Neustadt, Austria.

Markus Moll

Markus is the Managing Director of Austrian based Steel & Metals Market Research GmbH (SMR) which he founded in 1994. He has been analyzing the stainless and special steel markets for more than 20 years. Markus holds a degree in mechanical engineering and a degree in economics from the University of Innsbruck, Austria.



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With a stainless steel demand exceeding 3 million tonnes since 2014 and an increasing focus on quality products, India is set on the growth pathway for the next years ahead.

The Indian stainless steel crude production has been rising very fast, especially since 1990, when CrMn steel production started to take off. The development of CrMn steels in India was triggered by high nickel prices and a lack of domestic availability. Producers of household utensils were searching for a low cost alternative to make stainless steel affordable for the mass market.

Production in 2015 was almost 190 times higher than in 1978, 15 times higher than in 1990 and more than 3 times higher than in 2000, reaching 3.5 million tonnes in 2015. On average India had an annual growth rate of 16% since 1978. The production of stainless steel stagnated in 2014, but recovered in 2015.

The long term perspectives for India remain positive. India has been increasingly shifting focus from volume to value-based production in the past few years. Stimulated by recent lower nickel prices, the country is now producing more 300 series grades and less low quality 200 series and has an increasing share of high quality production than in the past.

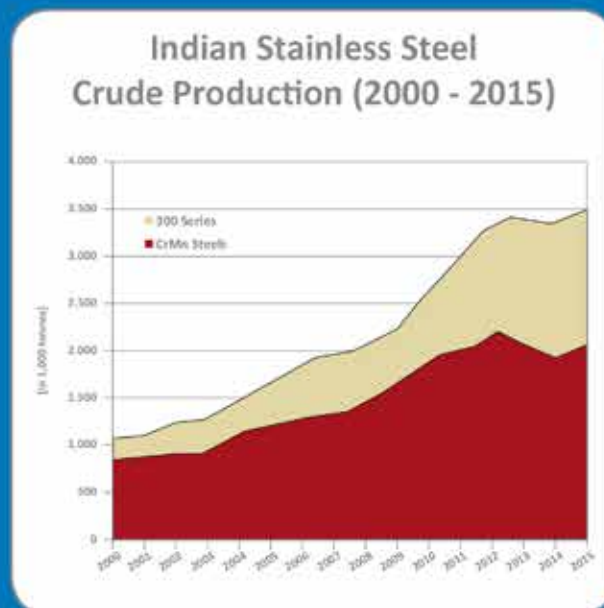
Stainless steel demand has also been growing to over 3 million tonnes in 2015, making India the second largest market in the world behind China.

India might not experience the Chinese exorbitant growth of the recent years, but it is set out to continue its rapid development supported by industrialization, urbanization and a "Make in India" economic policy.

This detailed market report introduces 45 Indian stainless steel producers (flat and long products). It covers every aspect of the stainless steel production in India, as well as an analysis of the current and future demand by end use segment.

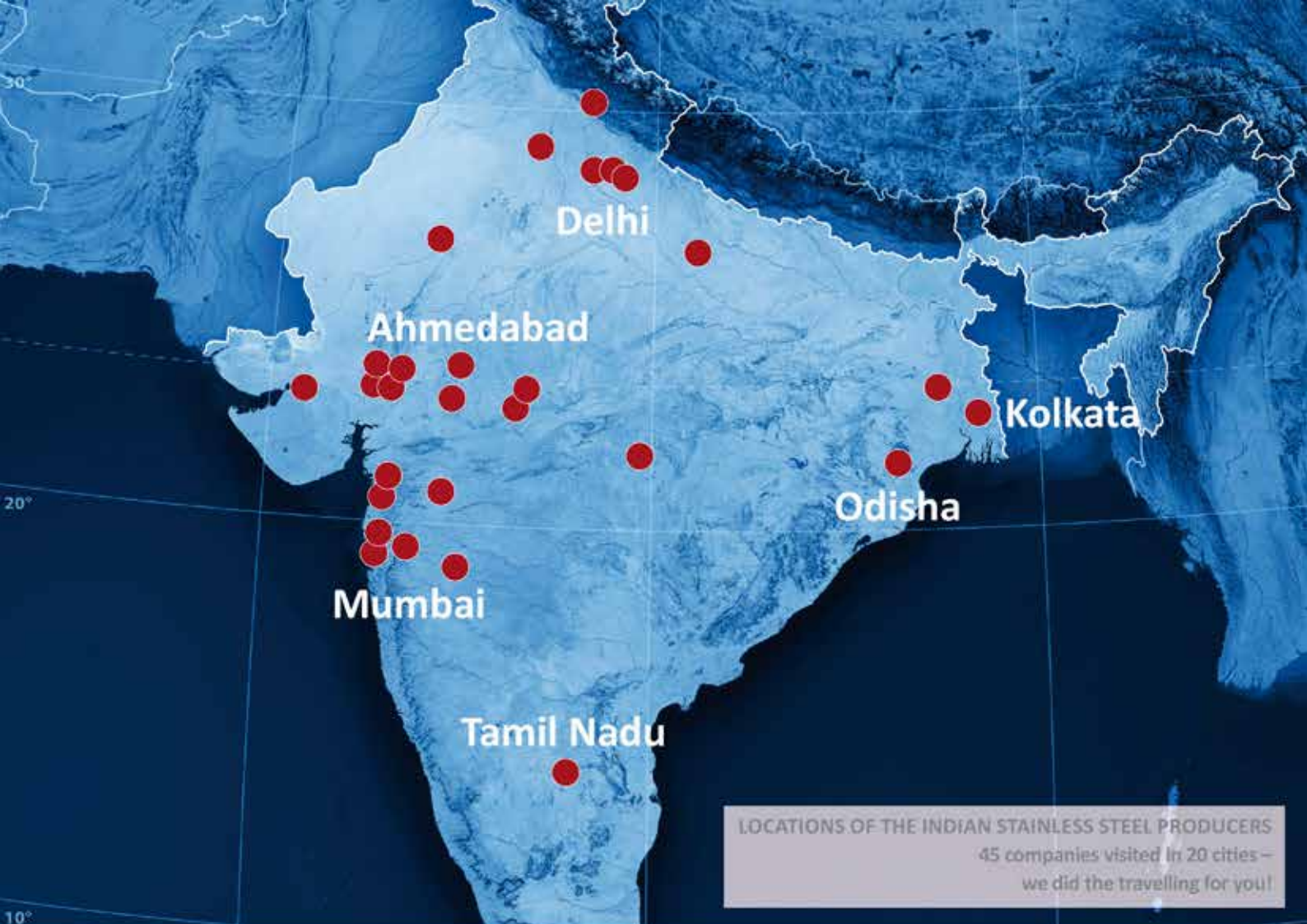
You can learn every detail about this market without even travelling there, saving travel costs and valuable time!

Who Should Buy this Report?



- Producers of stainless steel flat and long products
- Distributors and service centers
- Suppliers of raw materials (scrap, nickel, chromium, molybdenum)
- End users of stainless steel
- Financial institutes

This in-depth market study is an essential reading for everybody who is influenced by the growing Indian stainless steel production: buyers of stainless steel looking for alternative sources, producers of stainless steel struggling with increasing competition in the marketplace or raw material suppliers searching for new customers in India.



Detailed Producer Profiles Included in this Report

This report introduces around 45 companies with detailed profiles, including company background, production equipment, product range, production volume, sales structure and future plans.

With Meltshop:

- Adhunik Metaliks
- Ambica Steels
- BRG Group
- Chandan Steel
- Goradia Special Steels
- India Steel Works
- Jindal
- Laxcon Steel
- Mittal Corp
- Mukand
- Panchmahal Steel
- Rajputana Stainless
- Rimjhim Ispat
- Rohit Ferro-Tech
- Salem Stainless Steel Plant (SAIL)
- Shah Alloys
- Star Wire (India)
- Sunflag Iron & Steel
- Synergy Steels
- TI Steels Pvt.
- Valley Iron & Steel (Bindal Group)
- Viraj Profiles

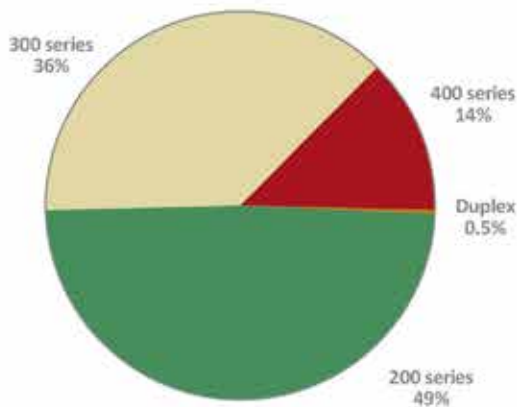
No Meltshop:

- Bansal Wire
- Bhandari Foils
- Chopra Group
- Garg Inox
- Hindustan Stainless
- Hisar Metal
- IUP Jindal
- K.P.T. Metal
- Nevatia
- Prasm Metals
- Quality Stainless
- Raajratna Metal Industries
- Rajlaxmi Steel
- Real Strips
- Shah Foils
- Sindia
- SKM
- Venus Wire

Indian Stainless Steel Melt Production

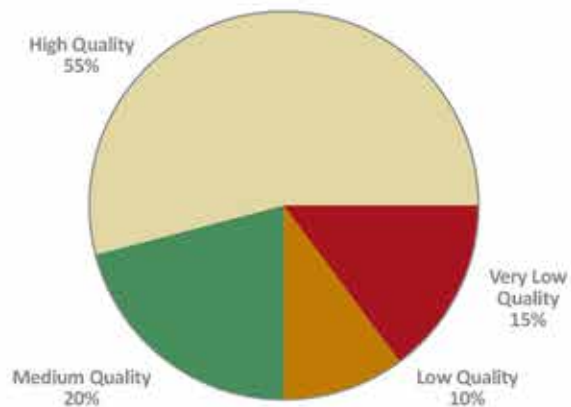
By Grade Series

200 series incl. CrMn steels (which are virtually nickel-free) account for half of the Indian stainless steel melt production, followed by 300 series with 36%. All stainless steel producers with own meltshop need to purchase raw materials in form of scrap, primary nickel, ferronickel, and chromium regardless of the quality level of the products.



By Quality Level

Around 50% of the Indian production can be considered high quality products equivalent to international standards produced on state-of-the-art imported production equipment. Since the start-up of the new Jindal plant in Odisha, the share of high quality products has increased. On the other hand, some low quality producers have already disappeared.



Some of the Questions Addressed in this Report

Consumers and distributors ask:

- Who could be potential low cost suppliers?
- What is the quality level of each producer?
- Does a mill have adequate production equipment?
- What product range and grades are offered by each company?

Stainless steel producers ask:

- How can I benefit from the growing Indian market?
- Will India become the "second China" in terms of demand growth?
- Will India become a major exporter of stainless steel comparable to China?
- Who are my competitors for certain products?
- How much capacity is currently installed and how much new capacity will be added?

Raw material suppliers ask:

- Who is buying raw materials (scrap, nickel, chromium, molybdenum)?
- What is the raw material mix of each mill?

This in-depth market study will provide answers to all these questions and many more!



If you would like to order this report, please contact us:

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