



Viraj Profiles Limited

From a humble beginning in the year 1992 with staff strength of merely 150 and with one induction furnace, Viraj has come a long way in more than two decades. Today Viraj is one of the largest manufacturers and exporters of Stainless Steel long products in the world. With turnover of USD 1.5 Billion, the company is exporting its stainless steel products (Wire Rods, Wires, Welding Wires, Flanges, Fasteners, Bright Bars and Profiles) to more than 1300 customers based across 90 countries spread over 6 continents. With melting capacity of 528,000 tons per annum, the company produces more than 50,000 SKUs in various grades like Austenitic, Ferritic, Martenistic, Duplex and Electrode in various shapes and sizes. The core competency of Viraj lies in its integrated manufacturing facilities which enables it to meet customer specific requirements.

Viraj commenced its first melting shop operations in 1992, although production of stainless steel first began in 1995. In that same year, flanges division was established, as was the production of bright bars for exportation. In the year 2000, the company diversified further, with the addition of profile division, from which 99 per cent of the products were exported to international clients. A year later, wire division was established and also addition of a second melting shop was executed. The company's export activities became so prevalent that it joined the Federation of Indian Export Organisations in the same year. In 2006, Viraj broadened its portfolio of stainless steel solutions even further, integrating a fastener division and a wire rod division into its facilities. The remarkable activities of the company were garnering increasing attention – in 2007 Viraj was ranked as the fifth most eminent producer of stainless steel long products in the world, leaping up to third place just a year later.

In line with its commitment for world class quality products, Viraj operates facilities replete with advanced technologies, in order to generate a broad array of stainless steel solutions. The unyielding rate at which the company has grown has not halted in recent years – 2012 saw the inauguration of a new production unit in wires division, whilst a fully automatic rolling mill commenced operations in 2014, complemented by the establishment of the firm's Container Freight Station (CFS) at JNPT Nhava Sheva port in the same year. Viraj continuously introduces new technologies to its fabrication plant as they emerge, having recently installed three high power induction furnaces from ABP Induction Systems in Germany – the first of their kind in the industry.

Viraj has a zero-defect approach towards quality, by having well equipped laboratories at every plant any by employing specialist teams of quality control analysts who ensure that all the products going to the customers is nothing but the best. Viraj has carved a niche for its products in the international market and the company constantly work towards offering the flawless quality to its customers. All our products undergo several stages of quality checks, to ensure that we offer only the best quality products to our customers and partners. All our plants are ISO certified and we have state of the art quality testing facilities across all the plants.

Viraj's stainless steel products see application in automobile industries, food processing industries, boilers, pressure vessels, shipbuilding, oil pipelines, petrochemical facilities, construction projects and surgical instruments – among many other means of utilisation. Viraj also functions as one of the world's largest stainless steel flange manufacturers, which has led to the company's trusted reputation as a leading provider of flanges for marine applications. Each of these product ranges

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enjoys substantial acclaim worldwide, produced at a site with five induction furnaces within its melting workshop, as well as a high degree of automation throughout.

It is a strong combination of traits and strategies that has led to the prominent position that Viraj enjoys internationally today. Viraj's key strength lies in its strong level of commitment to its customers. Its success has been made possible by the loyalty demonstrated by the clients worldwide, so retaining close relationships with them and emphasising a strong customer focus remains of critical importance to the company even today and will be in future also. Similarly, the lean management structure has streamlined and simplified the operation and co-ordination of a business of this scale – which also facilitates rapid decision-making. Company's strong global presence is combined with an extremely large product portfolio that encompasses a broad range of industrial applications. In many instances, Viraj operates as the sole provider in Asia for many of the products that it manufactures today, which lends a further competitive edge to an already dynamic business.

Viraj enjoys considerable export footprint factors in Europe, Asia, Africa, the Middle East, Australia and the America – although further expansion is at the forefront of the company's strategy. Alongside GCC nations, Viraj Profiles Limited has recognised tremendous potential to further compound its strength in untapped areas of the North American market. It is the largest market in the world. There is much scope for growth for us in that area, and the Viraj name is already well known and highly regarded in the United States market.

Employing 9,000 personnel across all of its divisions, Viraj Profiles Limited maintains a corporate culture that emphasises the importance of individualised, empowered development. Indeed, the company is recognised as one of the preferred employers in the industry, with comprehensive vocational training programmes that continue to refine the capabilities of its employees throughout their careers with the business. The company aims to employ motivated individuals who demonstrate accountability and integrity. Over the years, Viraj has developed a multidisciplinary and multicultural workforce, with each and every employee appreciated for their efforts.

As a responsible corporate citizen, Viraj Profiles Limited contributes generously to the environment and its immediate society through various social and environmental initiatives. To encourage a positive impact on the environment, consumers, employees and community, the company undertakes several corporate social responsibility projects focusing on key areas such as health, education, environment and social causes. Company's CSR activities aim at reaching out to the poor and under-privileged section of the society and helping them to shape a better and more sustainable society. At Viraj, we strongly believe that these activities benefit society as well as enhance corporate value.

For further details, please visit www.viraj.com or write to sales@viraj.com