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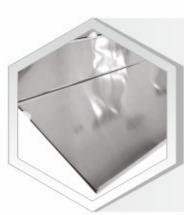
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- 8 Roops Industries
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- 14-15 Sagar International
 - 19 Shree Shakti Enterprises Pvt Ltd
 - 31 Vijay Vallabh Metals
- 34-35 Komal Trading Corporation
 - 40 M.A. Enterprises
 - 41 Shreepal Overseas
 - 45 Taj Home Craft Company
 - 49 Nav-Tech Industries
 - 53 Shiv Steel Corporation
- 62-63 Sharma Machine Tools
 - 64 Railaxmi Industries
 - 66 Mili Steel Pvt Ltd
 - 67 Jagdamba Cutlery Pvt Ltd

contents

- 16 Lean Manufacturing
- 20 Ambiente Post Show Report
- 22 IHA Post Show Report
- 24 Household Expo Post Show Report
- 26 Ideal Homex Show Post Show Report
- 28 Home Expo India Post Show Report
- 30 HKTDC - Post Show Report
- 38 Indinox - Post Show Report
- 42 Excellency Award - EEPC
- 43 Top Export Award - EPCH
- 44 Joint Venture
- 46 HR Leader Award
- 48 Stainless Steel Revolution
- 55 Cutlery Sculpture
- 56 News











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भारतीय बाजार में स्टील खपत की बढ़ती सम्भावनाएं

प्रिय उद्यमी पाठकगण.

भारत विश्व का पहला ऐसा देश है जिसकी लगभग 65 प्रतिशत जनसंख्या युवाओं की है। आगामी 20 वर्षों तक देश के ये युवा थकने वाले नहीं हैं। दिनोदिन विकिसत होती नई—नई तकनीक व युवा सोच विकास की उचाईयों को छु लेने के लिये पर्याप्त है। इसी कारण से विश्व की निगाहे अब भारत पर टिकी हैं। यहां स्टेनलेस स्टील खपत का बहुत बड़ा बाजार है। भारत सरकार भी विकास के रथ को आगे बढ़ाने में लगी हुई है। भारतीय स्टेनलेस स्टील बाजार आज दुनिया को खुली चुनौति दे रहा है कि अपार संभावनाओं के साथ इस बाजार में आएं और निवेश करें व धन कमाएं। जिससे देश की विकास गित दिन दूनी रात चौगुनी बढ़ने की प्रबल संभावना है। यद्यपि स्टेनलेस स्टील उत्पादन में भी भारत अब विश्व में तीसरे पायदान पर है। हालांकि चीन से सबसिडी के चलते प्रतिस्पर्धा में अभी एक कदम जरूर पीछे है। लेकिन शीघ ही चीन में लम्बे समय से चली आ रही सबसिडी समाप्त होने वाली है। वहीं ब्याज दर व लेबर लॉ भी चीन में हावी होता जा रहा है इन सबके चलते आने वाले समय में प्रतिस्पर्धात्मक मूल्य पर उत्पादन बेचना अत्यन्त किठन हो जाएगा। ऐसी स्थिति में भारत ही एक मात्र विकल्प होगा जो विश्व की मांग को गुणवत्ता के साथ प्रतिस्पर्धात्मक मूल्य में आपूर्ति कर सकने में सक्षम होगा।

भारतीय निर्यातकों का यह कहना है कि चीन से कड़ी प्रतिस्पर्धा के चलते बायर्स का रूख चीन की ओर हो गया था लेकिन अब भारतीय स्टेनलेस स्टील के प्रतिस्पर्धात्मक मूल्य एवं गुणवत्ता ने उनका रूख पूनः भारतीय बाजार की ओर मोड़ लिया है। पिछले पांच साल में भारतीय बाजार में भी आधुनिक तकनीक का प्रचलन बढा है जिससे उन्नत मशीनों से निर्माण एवं गुणवत्ता में मांग के अनुरूप काफी हद तक बदलाव देखने को मिला है जिसके कारण भारत में मात्रा में निर्माण की संभावनाएं बढने लगी है। मांग एवं गुणवत्तायुक्त उत्पादन के साथ साथ प्रतिस्पर्धात्मक मूल्य के कारण ही बायर्स पूनः भारतीय बाजार की तरफ आकर्शित होने लगे हैं।

बाजार की बढ़ती संभावनाओं के मद्देनज़र ही भारतीय निर्माता, उत्पादक, रिटेलरों को चाहिए कि राष्ट्रीय—अन्तर्राष्ट्रीय स्तर पर आयोजित होने वाले विभिन्न मेलों के माध्यम से विश्व बाजार के बायर्स को अधिक से अधिक आकर्शित करने का प्रयास करें। इस संदर्भ में "स्टील मार्केट इन्फो" हमेशां से भारतीय स्टेनलेस स्टील बाजार की पहचान एवं पहुंच को विश्वस्तरीय बनाने में प्रयासरत है इसी प्रगतिशील मिशन में हर साल हाउस वेयर फेयर का सफल आयोजन किया जाता है। इन ट्रेड फेयर्स की ऐतिहासिक सफलताओं की कड़ी में "5वें इण्डियन स्टेनलैस स्टील हाउसवेयर फेयर 2015" का आयोजन आगामी 12 से 14 जुलाई 2015 को चैन्नई के ट्रेड सेन्टर में करने जा रहा है। अतः आपको आगामी फेयर में हिस्सा जरूर बनना चाहिये ताकि आप अपनी पहचान बना सकें या उत्पादनों को देख व निर्माताओं से मिल कर अपनी आपूर्ति का जरिया तलाशने और अपनी पहचान का दायरा बढ़ाने में भी कामयाब हो सकें।

यदि आप चैन्नई के फेयर में विजिटर बनते हैं तो सभी एग्जिबिटरों के उत्पादन देख पाएंगे और यदि आप एग्जिबिटर बनते हैं तो हजारों व्यापारियों, निर्यातकों और बायर्स से सीधा सम्पर्क स्थापित कर सकेंगे। अब यह फैसला आप ही को करना है कि आप इस फेयर में किस रूप में सिम्मिलित होना चाहते हैं। उम्मीद ही नहीं बल्कि पूरा विश्वास है आप इस शो का हिस्सा अवश्य बनेंगे और अपने व्यापार को गति देने के लिए एक सफल प्रयास करगें। शौ में आप की उपस्थित के साथ ही इस अंक की समीक्षा की प्रतीक्षा में।

Immense Opportunities of Consumption in Indian Market

India has 65% population below 35 years of youth brigade. This strength is going to be crucial for next coming years with the help of cutting edge technology with power of youth India would become an Industrial hub.

This is the reason that world is now focusing on India and the new Govt. is leaving no stone unturned to invite investors to PM's 'Make in India' dream project a reality. India is now placed at third position in consumption of steel just behind china which would be losing its grip over the production owing to their poor quality products.

Experts view that in coming years buyers would turn to India for the quality. We have to prepare ourselves for those good days ahead by exhibiting our strength. We are going to organize a Indian Stainless Steel house ware fair 2015 in Chennai from July 12th-14th 2015 trade centre which will facilitate both potential buyers and sellers an opportunity to seek and grow their businesses.

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Improving profitability of Stainless Utensil Industry through Lean Manufacturing

Akhilesh N Singh Lean Management Consultant

very Small and Medium Enterprise has potential to become a large global enterprise by following right strategy, learning and implementing global bestpractices, adapting modern management system and good leadership. Lean manufacturing provides an opportunity to Indian utensil manufacturing units to learn and implement world-class management system to increase their profitability by implementation of Lean Manufacturing.

> Ministry of MSME, Government of India is promoting implementation of Lean Manufacturing in SMEs through a Lean Manufacturing scheme under Prime Ministers Zero Defect Zero Effect- Make in India mission. The author of this article is implementing Lean manufacturing in a stainless steel utensil cluster in Kundli Industrial area Sonepat.

What is Lean Manufacturing

Lean manufacturing is production management technique to produce best quality products at minimum cost by elimination of waste in manufacturing processes. Lean Manufacturing was developed by Toyota Motor Corporation Japan and now being implemented throughout the world in all kinds of large, small and medium organizations.

Purpose of Lean Manufacturing:

The objective of Lean manufacturing is to:

- Improve Quality
- Reduce Cost
- Improve On-time Delivery

To attain the above objectives companies need to improve three things:

 Processes: Improve production methods by following best operating practices, better maintenance

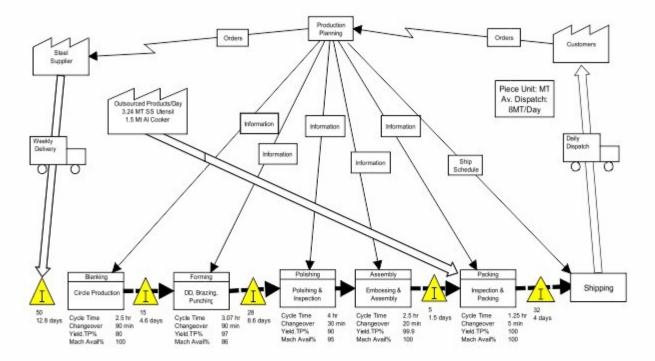


of equipment and shop floor discipline

- · People competence: change attitude, knowledge and skill of people through training of Lean techniques
- Culture: build a culture of learning, respect for the people, and continuous improvement. This is made possible by establishing a Lean Management Systemunder direct leadership of CEO.



Utensil Production Value Stream



Utensil manufacturing process involves sheet shearing& blankingto produce circle, cold forming, polishing, assembly, packing and shipping. A typical value stream map of stainless steel unit is shown above.

In the value stream two types of activities are performed; value-adding and non-value adding. Value adding activities result in creation of good

quality product and non-value adding activities generate following eight types of waste:

- Defects
- 2.Inventory
- Overproduction
- Over-processing
- 5.Waiting
- Transportation
- Movement
- Underutilized intellect of people

The quantum of waste is measured through value stream mapping as shown above. These wastes consume material, machine hours. production time, manpower, energy, space and money, which increases production cost, results in delayed deliveries and reduces profit margin of the company.Lean manufacturing focuses on detection, elimination and prevention of wastes.

Current Problems of Indian Stainless Utensil Industry

Indian utensil industry has grown with traditional production processes using mostly indigenous machines, technology and semi-skilled workers. Now some of the companies are adopting advanced technology and using foreign made machines for production of utensils especially for export market.





Indian stainless utensil industry is facing multi-dimensional problems related to manpower, quality, productivity and pollution resulting to higher production cost and delayed deliveries. With reference to Lean manufacturing the current main problems of Indian stainless utensil industry can be broadly identified as;

- High rate of defects
- Lot of re-work and scrap
- Very high level of inventory
- · Chaotic and unsystematic work place
- · Frequent breakdowns of machines
- Traditional management system

The above problems can be reduced to great extent by proper implementation of Lean manufacturing techniques.

Lean Implementation

The implementation of Lean involves three main activities: detection of waste, elimination of waste prevention of waste.For detection, elimination and prevention of waste there are several lean toolswhich are used to improve process performance through Kaizen projects. Implementation involves following major steps.

 Awareness: Lean implementation begins with awareness workshop to make unit owners and managers understand the concept, benefits and implementation methodology.

Diagnostic Study: the next step is

diagnostic study to figure out the main problems related to quality, cost, productivity, delays etc. Based on findings of diagnostic study improvement plan is prepared to solve the problems.

Implementation:

improvement planis implemented through project teams. People are trained on Lean tools; Kaizen, Quality improvement, 5S, SMED, Standardized work, TPM etc. Team members make improvement under guidance of Lean Consultant.

The Role of CEO for successful Implementation of Lean

The three main players responsible for successful implementation of Lean Manufacturing in stainless utensil industries are; CEO, Sensei (Lean Consultant) and Lean Coordinator of the unit who works as a Change Agent.



CEO is the prime mover for successful Lean implementation. He has to be committed and personally involved in creating vision, appoints a Lean Coordinator from his company, provide resources, and motivates employees to implement lean manufacturing.

Lean consultant provides training, counselling and handholding to project teams for successful implementation of lean to improve quality and profitability of the organization.

Whenever you talk to The Change Agent Something's got to

The author of this article:

Akhilesh N Singh is a Lean Consultant trained in Toyota Motor Corporation Japan, Lean Enterprise Academy UK and Armco Inc. USA. Six Sigma Black Belt and TQM expert. Having 42 years' hands-on experience of steel industry (SAIL & Jindal Stainless) and Lean Six Sigma Consulting and training in 5 countries (India, Bangladesh, Saudi Arabia, Qatar and UAE). Worked as International Quality Expert of UNIDO. Provided training/consulting to various leading companies including Ispat Industries, SAIL, BHEL, Qatar Steel, Hospet Steel, Reliance industries, etc. Implemented Lean in 4 SME clusters. Author of 9 books on topics including; Lean Manufacturing, Stainless Steel, Quality Management. Contact: ansingh11@gmail.com, phone:+919811054753.

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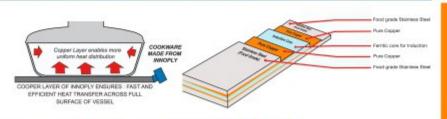
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Ambiente 2015: more international than ever before with 4.811 exhibitors from 94 countries and 53 percent of visitors from outside Germany!

135,000 visitors confirm the status of Ambiente as the world's leading order platform for the consumer-goods industry







artner Country USA: Ambiente shows the complete spectrum of American design

> Ambiente in Frankfurt am Main closed its doors today with an increase in the number of exhibitors and a record level of internationality on both the exhibitor and visitor sides. For five days, 4,811 exhibitors from 94 countries (2014: 4,749 exhibitors from 89 countries*) presented their latest products to the global consumer-goods market on an area of 328,500 square metres (2014: 328,500 square metres*). Altogether, 135,000 buyers from 152 countries made their way to Frankfurt for the leading trade fair of the consumer-goods sector (2014: 143,789 from 161 countries*). "Ambiente is the world's leading trade fair for the consumer-goods market and

this year's edition was more international than ever before. The standard of visitors here is outstanding. Despite the challenging economic and political climate, the indicators in Germany and worldwide are pointing to 'consume'", said Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH. Also pleased with the results of the fair was Thomas Grothkopp, Managing Director, German Glass, Porcelain and Ceramic Association (Bundesverband für den gedeckten Tisch, Hausrat und Wohnkultur -GPK), who said, "Ambiente 2015 was held against the background of a positive economic environment and this was apparent on all five days of the fair."

This year, the proportion of

trade visitors from outside Germany reached 53 percent (2014: 51 percent) - more than ever before. The top ten visitor nations after Germany were Italy, France, the Netherlands, Great Britain, Spain, the USA, Switzerland, China, Turkey and Poland. There was an increase in the number of visitors from important European consumergoods markets, such as Denmark, France, Portugal and Spain. Above average increases were also noted in the number of visitors from the Middle East and Asia. especially from the world's most populous consumergoods markets, China and India. Due to the prevailing political situation, there were, as expected, fewer visitors from Russia and the Ukraine.

For more detail: ambiente.messefrankfurt.com

Total Exhibitor in Ambiente 2015

By countries:	2015	Kirgizstan	6
Andorra	1	Colombia	3
Australia	10	Croatia	5
Bangladesh	36	Latvia	2
Belgium	50	Lebanon	2
Benin	1	Lithuania	24
Brazil	19	Luxemburg	5
Virgin Islands	1	Madagascar	1
Brunei	1	Malaysia	9
Bulgaria	5	Mali	1
Chile	1	Malta	1
China	574	Morocco	6
Cote d'Ivoire	1	Mexico	2
Demark	92	Monaco	1
Egypt	11	Nepal	9
Germany	1.088	New Zeeland	2
Ecuador	1	Netherlands	148
El Salvador	1	Nigeria	
Estonia	1	Norway	5
Finland	17	Oman	1
France	153	Austria	52
Ghana	2	Pakistan	14
Greece	22	Palestine	2
Great Britain	151	Peru	8
Guatemala	1	Philippines	22
Honduras		Poland	61
Hong Kong	128	Portugal	82
INDIA	442	Rumania	10
Indonesia	61	Russsia	6
Iran	10	Saudi Arabia	2
Ireland	8	Sweden	53
Israel	21	Switzerland	52
Italy	386	Senegal	2
Japan	92	Serbia	2
Yemen	1	Zimbabwe	5
Cambodia	6	Singapore	3
Canada	11	Slovakia	3
Kazakhstan	0	Slowenien	16
Kenia	5	Spain	112

Sri Lanka	5
South Africa	12
Republic of Korea	76
Tadzhikistan	1
[aiwan	127
Tanzania Tanzania	2
Thailand	62
Годо	1
Czech Republic	51
Tunisia -	17
Turkey	125
Jganda	2
Jkraine	3
Hungary	9
Jruguay	1
JSA	98
Jnited Arab Emirates	4
/ietnam	62
Belarus	1
Cyprus	1

Germany	1.088
Abroad	3.723
Total	4.811
Number of countries	94
Exhibition area (gross)	328.500

Exhibitors by product groups 2015

Germany	Abroad	Total
266	1945	2211
292	869	1161
530	909	1439
1088	3723	4811
	266 292 530	266 1945 292 869 530 909

Sold-Out 2015 International Home + Housewares Show Brims with Innovation

international home +housewares show

2015

15-18 march chicago • usa





OSEMONT, IL (March 17, 2015)—The just-concluded 2015 International Home + Housewares Show is garnering rave reviews from buyers and sellers. The Show was sold-out with 2.115 exhibitors from 46 countries and recorded an increase in total buyer attendance from U.S. and international markets.

"The Show kicked off with high attendance on Saturday and the positive buzz continued throughout the exhibit halls through Tuesday," said Phil Brandl, president/CEO of the not-for-profit International Housewares Association. which owns and operates the Show.

"The Show's Saturday morning opening is a proven success and was supported by the New Exhibitor Preview event, which allowed 60 new exhibitors to engage with hundreds of

buyers and news media in advance of the official 10 a.m. Show opening," Brandl continued. "The Show's 442 new exhibitors and the more than 10,000 new products on display drew much attention from buyers and media alike."

Media attendance included a significant increase in bloggers, coverage by NBC's Today Show, The Wall Street Journal, Bloomberg News, Xinhua News Agency. Sinovision, home-focused YouTube channels and live remotes by Chicago TV stations. The Show will generate in excess of 350 million consumer impressions through broadcast, print and Internet coverage.

The Show also included a series of thought-provoking educational sessions, including keynote programs on the convergence of housewares

and giftware, color trends by Lee Eiseman of the Pantone Color Institute, an overview of consumer trends by Tom Mirabile of Lifetime Brands, and former Republican presidential candidate Mitt Romney speaking at the annual Industry Breakfast. In addition, the Innovation Theater offered 21 presentations on social technologies, retail design, branding, intellectual property protection and global lifestyle trends. Audio and video recordings of the educational sessions are available at http://www.housewares.org/kc/ ed/15.aspx.

The 2016 International Home + Housewares Show will be held March 5-8 at McCormick Place, Chicago USA, 2016 attendee registration and additional Show information are available at www.housewares.org

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IEC «Crocus Expo» pv. 2, halls 9, 10, 11

March 3-5

SPRING

POST-RELEASE



On March 3-5 2015 Crocus Expo exhibition center (Moscow, Russia) hosted international specialized exhibitions:

15th international exhibition **HouseHold Expo** – the largest in Russia and Eastern Europe B2B exhibition presenting all kinds of household products: tableware, textiles, houseware, home decoration and furnishings, lighting.

3rd international exhibition Outdoor Dacha – specialized exhibition of garden furniture, barbecue, products for country houses and saunas, for camping and recreation.

3rd international exhibition Podarki. Christmas Box – specialized exhibition of gifts, souvenirs, Christmas products, holiday sets and toys.

5th international exhibition **Stylish Home. Objects & Tableware** – exhibition of premium quality home products, including wide range of tableware, decorations, gifts, lighting, textiles, accessories and other products.









A number of special events accompanied the exhibitions, among them:

- International forum HoReCa. Just HoReCa for professionals of hospitality industry;
- Luxury HITS: conferences, workshops and seminars held by leading designers and industry professionals.
- B2B center «Retail-Supplier»

Industry experts attended a busy exhibition program, comprising conferences, seminars, master-classes, round table discussions on the most topical issues: working with retail networks, logistics, franchising, trading company management, HR management and Internet trading.

Traditional International Award «HouseHold Expo Novelty – 2015» was held at the exhibition, providing the most effective B2B platform allowing to demonstrate new products and innovative technologies.

We also welcome the winners of the first photo contest **«All you need at home»** featuring the best photos of products presented by our exhibitors.







15-17 SEPTEMBER 2015



Exhibition venue: Moscow, IEC Crocus Expo

Organizers: MOKKA Expo Group, Group of companies Mayer J.

7, Yuzhnoportovaya str., Moscow 115088 Russia. Tel.: +7 (495) 363-50-32/33. www.hhexpo.ru

Ideal Homex is Bigger and More International Than Ever





deal Homex was held on 02-05 April 2015 in Istanbul Tüyap Exhibition Center. The show

brought together the professionals of the industry and potential buyers by creating a unique platform for the exhibitors and visitors this year. Ideal Homex attracted great attention in the industry, and it is not only expanded in terms of the number of attending countries, built stands and area, but also mirrored the housewares industry of the region for the year 2015.

The show was again very lively and effective this year with 312 companies exhibited their



latest products. A business volume exceeding the expectations pleased both the exhibitors and the visitors. Retailers, wholesalers,

importers, exporters, manufacturers and multinational market directors

> involved in housewares. giftwares, household goods have visited the show.

Ideal Homex 2015. welcomed 1,680 professional purchasing manager from 94 countries and 23,693 professional visitor in total. As many as 85 percent of exhibitors

reached their target groups, and the same number thought the quality of the trade visitors was very high.

10th International IDEAL HOMEX Housewares & Gift Fair Foreign Visitors Profile From 94 Countries

ALBANIA	15
ALGERIA	11
ANGOLA	2
ARGENTINA	2
ARMENIA	3
AUSTRALIA	7
AUSTRIA	3
AZERBAIJAN	48
BAHRAIN	9
BANGLADESH	2
BELARUS	4
BELGIUM	12
BOSNIA AND	
HERZEGOVINA	4
BULGARIA	44
CAMEROON	
CANADA	5
CENTRAL AFRIC	AN
REPUBLIC	2
CHILE	2
CHINA	39
CYPRUS	18
CZECH	
REPUBLIC	7
DENMARK	7

EGYPT	215
EL SALVADOR	2
FINLAND	2
FRANCE	22
GAMBIA	2
GEORGIA	15
GERMANY	44
GREECE	92
HUNGARY	5
INDIA	9
INDONESIA	3
IRAN	157
IRAQ	117
IRELAND	2
ISRAEL	22
ITALY	19
JAPAN	2
JORDAN	55
KAZAKHSTAN	7
KIRIBATI	2
KOREA	4
KOSOVO	28
KUWAIT	33
KYRGYZSTAN	3
LAOS	2

LEBANON	47
LIBYA	47
MACEDONIA	30
MALAYSIA	2
MALTA	3
MAURITANIA	3
MOLDOVA	4
MONACO	6
MOROCCO	23
MOZAMBIQUE	2
NEPAL	2
NETHERLANDS	13
NIGERIA	10
OMAN	8
PANAMA	2
PARAGUAY	2
POLAND	2
PORTUGAL	2
QATAR	2
ROMANIA	10
RUSSIA	15
SAMOA	3
SAUDI ARABIA	158
SENEGAL	2
CEDDIA	0

CLOVALCIA	0
SLOVAKIA	3
SOUTH AFRICA	2
SUDAN	10
SURINAME	6
SWAZILAND	2
SWITZERLAND	2
SYRIA	23
TAIWAN	3
TAJIKISTAN	2
TANZANIA	6
TOGO	2
TUNISIA	38
TURKMENISTAN	6
TUVALU	2
UKRAINE	9
UNITED ARAB	
EMIRATES	4
UNITED	
KINGDOM	19
UNITED STATES	11
UZBEKISTAN	2
VIETNAM	2
YEMEN	5
ZAMBIA	3
TOTAL	1680





01 - 04 OCTOBER 2015

Tüyap Fair Center Visiting Hours: 09:30 - 19:00

26th International Housewares & Gift Fair

PRODUCT GROUPS

- Housewares
- Glassware
- Porcelain
- Kitchenware
- Home Textile
- Decorative Items
- Giftware
- Plastics
- Small Electrical **Appliances**
- Decorative Furniture
- Bathroom & Kitchen Accessories
- Lighting





















Abundance for Home in a Home Total Show

HOME EXPO INDIA 2015 16th to 18rd April 2015

ome Expo India, a one of a kind inspirational, distinguished and trendy 'home total' resource from India, in its 4th edition, brought together 500 exhibitors from the home & lifestyle products sector. segmented methodically into three specialized trade shows for houseware & decoratives. furniture & accessories and home textiles & accessories. under the umbrella of Home Expo India. Presenting a perfect setting and well spread layout for the 2016-17 selling season, the display range included merchandise ranging from completely handmade items to industrially manufactured products with unique handcrafted elements.

Home Expo - unison of three independent shows facilitates buyers to complete the 'home' image, with compliments from furnishings, floorings, madeups, housewares, select decoratives & home utilities as

well as furniture & accessories. IFFTEX-the Indian Furnishings. Floorings & Textiles Show presented the potential of the Indian textiles industry with its widest and grandest products ensemble, owing to the industry's broad base and vast product spectrum. IHDS-the Indian Houseware & Decoratives Show, projected India's contribution in design & innovation in this segment with manufacturers offering handcrafted and hand finished products of typical Indian ethnicity alongside those in compliance to contemporary tastes. IFAS-Indian Furniture & Accessories Show, allowed buyers to see a select assortment from space defining furniture to table-top items and hardware. The collective product offering

blends artistic patterns with contemporary elegances with the product offering also counting in a range of coordinating accessories across multiple categories helping consumers achieve complete and cohesive themes as they source for living spaces.

Among attractions were decorative home utilities, tableware in multi- mediums. serve ware and cookware in subtle as well as a flash of colours. Boasting of new looks, product lines in steel, copper, aluminum, ceramic, earthenware, polymer, etc. helped buyers choose from a variety to compliment any theme. Dazzling metallic, classy black, simple pastels and vibrant shades of red. orange, brown, green and blue vied for attention alongside classic forms and geometric





inspired ones. A variety in kitchen linen like kitchen cloths, aprons, mitts, napkins and towels added further value.

Also vying for attention was a captivating blend of the old and new, rustic ethnic and stylish contemporary Indian bathroom accessories with washbowls, faucets, bath tubs. mirrors, towel rails, organizers and soap dispensers & sets in mother of pearl, soft stone, metal, wood and ceramics. Adding value here were aromatic candles with therapeutic properties, special fragrance oils and potpourri, indulging and rejuvenating spa and wellness products in interesting story-telling packaging.

This edition also featured special showcases of traditionally & culturally inspired home products from India's

North Eastern Region as well as craft clusters of Lucknow and Bareilly from Northern India and Bhuj from Gujarat.

Buvers in large numbers came in from over 88 countries with major numbers from USA, Canada, Italy, Spain, France, South Africa, Austria, Cyprus, Argentina, Chile and UAE. They acknowledged the fact that, Home Expo India exhibitors, whether established players or enthusiastic newcomers at the show, bring innovations and new products each year for buyers and visitors. Embracing transitional designs, they strive to present the cultural & traditional with more modern aesthetics. They also shared that Indian manufacturers have been the quickest to learn, adapt and customize, so they make products, comparable to the best in the world and very much confirming to new

trends, while retaining a fair share in Indian heritage whenever buyers demand. The organizers feel encouraged with the buyers who have optimally used this platform to cater to their sourcing needs. As the fair strives to make a mark among similar home special trade events, it certainly makes an impact on the minds of buyers as well as exhibitors. While buyers took keen notice of the show's objectives and appreciated this substantial & composite 'home total' platform, exhibitors attracted them with concentrated theme based product offerings. Home Expo India is organized every April by the Export Promotion Council for Handicrafts. India that has won worldwide acclaim for its Indian Handicrafts & Gifts Fair, held in Spring and Autumn every year.





India's next big appointment for Home | Lifestyle | Fashion would be the IHGF Delhi Fair scheduled from 14th to 18th October, 2015.



Houseware & Home Textiles Fairs Welcomed 47,000+ Buyers

Survey: Traditional Markets Rebound,









24 April 2015 - The 30thHong Kong Houseware Fair and the sixth Hong Kong International Home Textiles and Furnishings Fairended yesterday at the Hong Kong Convention and Exhibition Centre. The two fairs, organised by the Hong Kong Trade Development Council (HKTDC), welcomed more than 47,000 buyers during the four-day fair period, up three per centcompared to the previous year. Over 28,600 buyers visited the Houseware Fair, while around 18,500buyers attended the Home Textiles and Furnishings Fair.

Assome of the traditional markets continue to recover gradually, attendance from Europe and the United States rebounded, withbuyer attendance from the US, the United Kingdom, Italyand Germany recordingsatisfactory growth.Buyer attendance was also driven by Asian countries, with Koreaand India registering an increase of 20 per cent or more.

"Both exhibitor and buver attendance at the two fairs have risen. Not only does this indicate the recovery oftraditional marketconsumption, it alsoshows that Hong Kongremains an establishedtrade fair capitalfor local and overseas buyers," said **HKTDC** Deputy Executive Director Benjamin Chau. "As the largest fair of its kind in Asia, the Hong Kong Houseware Fair is an effective business platform for traders."The twin fairs featurednearly 2,400 exhibitors from 36 countries and regions, offering comprehensive and versatile sourcing of houseware and home textile products for global buyers.

Simply The Best

During the Houseware Fair, the HKTDC commissioned an independent survey agency to conduct surveys onsite, interviewing more than 550 buyers and exhibitors about their views on market prospects and product trends. The survey found that nearly 80 per cent of

respondents expect overall houseware market sales to remain the same or improve in 2015, compared to the previous year. The majority of respondents considerNorth America to have the highest growth potential, followed by Chinese mainland and Western Europe.

In terms of product trends, most respondents expect simple designs to dominate the market this year, followed by trendy items and multi-functional products. The survey also found that Hong Kong-designed houseware products generally received positive feedback. Over 80 per cent of respondents consider the quality of Hong Kong-designed products on par with, or better than international standards.

Traditional Markets Rebound

Recent economic data have shown that retail sales of marketsincluding the US, the UK and the Eurozone.

arerecovering. This was echoed by buyersat the fairs. A representative from Perfection Worldwide Limited, a tableware manufacturer from the Caribbean territory of Anguilla, said, "We met two retailers from the UK on the first morning (of the fair), and they returned and placed orders that afternoon."

Todd Boothe, Vice President of Merchandising of the US houseware retail chain RC Willey, joined the Houseware Fair for the fourth time, seeking products for soon-to-open outlets. "We find many quality products at the fair. We will be focusing on kitchenware and water bottles, and will be bringing samples back to the US to evaluate and formulate our sourcing strategy," he said.

The SalesManager of the Spanish houseware manufacturer, Talleres Toyma, paid his second visit to the Houseware Fair. He found two suppliers for silicon kitchenware and food storage boxes, and had placed orders worth more than US\$100,000.

Emerging Market Potential

Aside from traditional markets. the fairs also attracted many buyers from the Chinese mainland and other emerging markets. Beijing buyer Zhonghai Hou returned to the

Houseware Fairand said he was pleased to see a wider selection of overseas brands this year. Meanwhile, Amro Aggad, General Manager of AA Trading from Jordan, said: "The Houseware Fair hasa very diverse range of products. We have already placed orders for kitchenwarefroma Hong Kong and a Chinese mainland company respectively."

Brenda Liang, Corporate Communications & Marketing Manager of multiple CHOICE by topchoice, a Hong Kong houseware brand, saidthe amount of ordersher company receivedwassimilar tolast year. She added that there were more buyers from the Middle East and East Asia this year, and they preferred to place small orders for a wide selection of products. For Len Walker, President of Canadian tableware manufacturer

Knack3 Inc., the show helped his companyopen up more overseas markets. He said he had met buvers from such markets as the Chinese mainland, Korea, Turkey and Panama

For theHome Textiles and Furnishings Fair, Mary Louise O'Dowd, International Sales Manager of Citta Design Pty Ltd from New Zealand, said the fair had helped them connect with many Asian buyers. Through the HKTDC's business matching service, she metbuyers from the Philippines and Thailand, and hoped to build long-term relationships with them.

visit for more:

http://www.hktdc.com/fair/hkhouse warefair-en/HKTDC-Hong-Kong-Houseware-Fair.html



About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises trade fairs and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in overseas markets, while providing information via trade publications, research reports and media room. For more information, please visit: www.hktdc.com.

Indian Exhibitor in Hong Kong Houseware Fair









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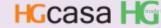
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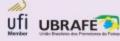










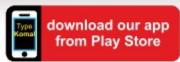




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INDINOX 2015 का सफल आयोजन सम्पन्न



र दिवसीय "इण्डिनॉक्स 2015" का शुभारंभ 24 जनवरी को गुजरात की मुख्यमंत्री माननीया आनन्दीबेन पटेल ने विधिवत रूप से किया। इस अवसर पर नरेन्द्र सिंह तोमर (इस्पात एंव खान मंत्री, भारत सरकार) मुख्य अतिथि के रूप में उपस्थित रहे। यह कार्यक्रम में परम श्रदेय सिद्धी सम्राट ब्रहमचर्य गुर्वानन्द स्वामी "गुरूजी" के सानिध्य में आयोजित हुआ। गुरूजी ने आयोजकों को चार दिवसीय फेयर की सफलता के लिए आशीर्वाद दिया। माननीय हरी भाई चौधरी (गृह राज्यमंत्री, भारत सरकार) के अलावा सांसद देवजी पटेल, राजेश बी. शाह (CMD मुक्न्द लिमिटेड), राजेन्द्र वी. शाह (CMD शाह एलोयस लिमिटेड), उगमराज हुण्डिया (चैयरमेन ISDO) भी इस शुभारम्भ कार्यक्रम के साक्षी बनें।

उगमराज हून्डीया ने सभी मेहमानों का ISDO Team की ओर से स्वागत किया, श्रीमती आनन्दीबेन पटेल ने अपने सम्बोधन में केन्द्र व राज्य सरकार की इन्डस्ट्रीज डवलपमेन्ट नीतियों को दोहराया, नरेन्द्र सिंह तोमर ने स्टील उद्योग के उत्थान के लिए केन्द सरकार से हर सम्भव सहयोग करने का आश्वासन दिया, वही "गुरूजी" ने फेयर व उद्यमियों की सफलता के लिए

ईश्वर से प्रार्थना की। मंचासीन अतिथियों ने संक्षिप्त मे अपने—अपने विचार व्यक्त किए।

श्रीमती आनन्दीबेन पटेल ने फेयर का अवलोकन किया। स्टेनलेस स्टील आर्ट फेस्टिवल को देख प्रसन्नता व्यक्त की। "गुरूदेव" ने फेयर के अवलोकन के दौरान अपनी सिद्धी द्वारा शून्य से प्रकट कर कई चमत्कारी आलोकिक स्मृति चिन्ह उद्यमियों को भेंट स्वरूप प्रदान किये, अदभुत प्राप्ति से उद्यमी अति उत्साहित लग रहे थे।

इस फेयर में भारत के 227 व चीन के 21 एग्जिबीटर्स थे। भारत के शर्मा मशीन टूल व चीन की मशीनें एग्जिबीटर्स व विजिटर्स के लिए विशेश आकर्षण का केन्द्र बना रहा।

इस प्रदर्शन के दौरान SMR द्वारा स्टेनलेस स्टील पर इन्टरनेशनल कॉन्फ्रेंस आयोजित की गई। 24 जनवरी को ही अवॉर्ड नाइट समारोह का आयोजन किया गया जिसे ISDO के अध्यक्ष अशोक भंसाली ने भरपूर मेहनत कर चार—चांद लगा दिये, भंसाली बन्धु अवॉर्ड नाइट को एक यादगर बनाने के लिए स्वयं रेम्प पर अपनी अर्धांगनी सहित उतरें। इस अवसर पर जिन्दल स्टेनलेस लिमिटेड को देश में सर्वाधिक स्टेनलेस स्टील उत्पादन, भलारीया मेटल को हाउसवेयर निर्माण—निर्यात, जगदम्बा कटलरी को सर्वाधिक कटलरी निर्माण—निर्यात व गोपाल इन्डस्ट्रीज को अवॉर्ड नाइट स्पोंसर के लिए विशेश स्मृति चिन्ह प्रदान कर सम्मानित किया गया। जोधपुर के महापौर व स्टेनलैस स्टील इण्डस्ट्रलिस्ट श्री घनश्याम ओझा ने शॉ का अवलोकन किया व इस्डो टिम ने स्वागत कर मेक इन इण्डिया का मोमेन्टो प्रदान किया।

इस बार एग्जिबीशन हॉल में आर्मी बैन्ड द्वारा शानदार प्रस्तुति दी गई। अशोक भंसाली के इस नये प्रयोग को सभी ने खूब सराहा। सभी एग्जिबिटरों को स्टेनलैस स्टील मेक इन इण्डिया का लॉयन मोमेन्टो प्रदान किये गये। स्टेनलेस स्टील रॉ मैटेरियल, मशीनरी व फिनिश प्रोडक्ट का संगम INDINOX 2015 सफलता के साथ 27 जनवरी को सम्पन्न हुआ। इस फेयर को सफलता के पीछे ISDO Team का विशेष योगदान रहा।





Post Show Report











Stainless Steel Sheet Thickness 1 mm to 7 mm

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EEPC confers **Export Award** to Bhalaria Metal

Mrs. Anandiben Patel, Chief Minister of Gujarat is seen presenting EEPC Export Award to Mr. Hitendra Bhalaria, (seen extreme right) Chairman & Managing Director of Bhalaria Metal Craft Pvt. Ltd.



ngineering Export Promotion Council (EEPC) has honoured 10 top exporters for the year 2012-13 during regional award ceremony on 14th November 2014 in Ahmedabad. EEPC has conferred silver trophy to Bhalaria Metal Craft Pvt. Ltd. the flagship company of Bhalaria Group. Mrs. Anandiben Patel, Chief Minister of Gujarat presented the award to Mr. Hitendra B. Bhalaria, Chairman & Managing Director of Bhalaria Metal Craft Pvt. Ltd.

> Bhalaria Group had exported stainless Steel products worth Rs. 72 crore during the year 2012-13. Bhalaraia Group has exports to more than 72 countries like USA, UK, West Europe, East Europe, Australia, China, Far East, South America. CIS Countries etc.

Bhalaria Group has received 55 various prestigious awards in last 16 years.

About Bhalaria Group

Bhalaria Group has heritage of 180 years and presently 8th generation is looking after the business. Presently, the Bhalaria Group is run by 2 brothers, Hitendra Bhalaria & Janak Bhalaria. Bhalarias' are manufacturers & exporters of wide range of stainless steel products (more than 6500 products), mainly used in house ware, restaurants, gift & promotion, viz. bar accessories, kitchen tools, kitchen ware, fabricated products, house ware, wire products, bake ware, aluminum products, bathroom

accessories, office accessories, OEM products etc. The Group develops and introduces 200 new products every year in its range with an annual growth rate of 30%.

Bhalarias' have 4 manufacturing units in Bhayender, one unit in Umergaon and one unit in Surat. The state of the art manufacturing unit at Umargaon has been spread over 16 acres. In addition. Bhalarias' have one partnership unit in Hapur of Gaziabad district in UP. The Group has full-fledged R&D in house facilities. Bhalarias' is a star export house.

Jagdamba Cutlery has Achieved Top Export Award from **EPCH**



agdamba Cutlery Pvt Ltd. has achieved Top Export Award from EPCS (From 7 consecutive years) at Ashoka Hotel, New Delhi on 18 March 2015.

Award Presented by Mr. Rajiv Pratap Rudy - Minister of State of Skill Development and Entrepreneurship.



Energy Efficient Powder Mixing of STAINLESS STEEL

The Hybrid Powder Mixer combines pump and powder dissolving technologies in a single versatile unit. It is the only hygienic powder mixer capable of drawing powder into the unit while simultaneously pumping the resulting process liquid at pressures up to 4 bar, making the need for a separate discharge pump obsolete. It effectively preblends the powder and liquid before the mixture enters the high-shear stage, which contributes to faster and more effective dissolution.

for more details: www.alfalaval.com

A Spanish Company has inked a Joint Venture with Prakash Steelage Ltd



ubacex Managing Director for Asia Pacific, Ajay Sambrani - (L), Tubacex CEO Mr. Jesus Esmoris (L) and Prakash Steelage Chairman Mr. Prakash C. Kanugo (R) seen exchanging the JV Agreement. Also seen Mr. Ashok Seth (R) - Executive Director of PS.L.

> Prakash Steelage announced that the Board of Directors of the Company at its meeting held on 13 February 2015 have approved the proposal to enter into a joint venture agreement with Tubacex, S.A., a company incorporated in Spain.

Pursuant to the joint venture

agreement, the Company proposes to transfer the seamless stainless steel tubes and pipes business of the Company to the new company to be initially incorporated as a wholly owned subsidiary of the Company and subsequently, the majority of the share capital shall be held by Tubacex S.A. and the balance shareholding shall be held by the Company. With this joint venture, Tubacex Prakash will aim to be a leader in the stainless steel tubes and pipes business in India," he said.

Founded in the year 1991 by leading industrialist Shri Prakash C Kanugo, the Company has achieved

Sales turnover of Rs1000 Crores.(F.Y. 2013 - 2014). The seamless stainless tube division has a turnover of Rs175 crore.

Prakash Steelage will continue to own and operate other businesses, including the stainless steel welded tubes and pipes business. The joint venture will be mutually beneficial for Prakash Steelage and is expected to reinforce the growth of the stainless steel Welded division

For more detail:

investorsgrievances@prakashsteelage.com Website:

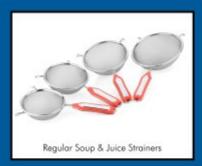
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Mr. Amitabh Akhauri conferred upon the '100 Most Talented Global HR Leader' Award

ew Delhi, April 21, 2015 - Jindal Stainless Limited (JSL), the largest integrated manufacturer of Stainless Steel in India has added another feather to its hat recently. when Mr. Amitabh Akhauri. Sr. Vice President, Human Resource has been awarded as one of the 100 Most Talented Global HR Leaders Award by World HRD Congress.

The prestigious Asian Leadership Awards recognize and honour Human Resource Leaders from across Asia, who has contributed towards the various businesses to attract and retain the best of the human resources from Industries.

This award is presented on an annual basis by the World HRD Congress to recognize the HR Professional across the Globe, for their outstanding service and strategic vision in the areas of Human resource.

This award was given to Mr. Akhauri at a glittering event happened recently at Taj Lands End, Mumbai where many dignitaries and professionals in the field of Human Resources were present from many countries.

On receiving the award Mr. Akhauri Said, "I am extremely honoured to be recognized by this Prestigious Award. This recognition is a reflection of the entire Jindal Stainless's HR team commitment towards improving business performance and advancing the company's strategic goals, while nurturing

our employees as a trustworthy advocate. This award also reflects the dedication and work of entire JSL team, who adhere to and follow the best HR practices and process across the industry and made JSL as one of the best places to work at".

The World HRD Congress also congratulated Mr. Akhauri for demonstrating vision, service, and commitment in transforming JSL HR department into a fullservice, compliant, highly costand process-efficient engine founded on best practices.

About Jindal Stainless Limited

Jindal Stainless, a part of the \$18 billion USD, OP Jindal group is the largest integrated manufacturer of stainless steel in India and is ranked among the top 10 stainless steel manufacturers in the world, with a capacity of 1.8 million tons. JSL has crafted its success story by fully integrating its operations based on a strategy of both, backward and forward integration, starting from mining, melting, casting, hot rolling to cold rolling and further value additions . An ISO: 14001 compliant, JSL product range includes: Ferro Alloys, Stainless Steel Slabs, Blooms, Hot Rolled Coils, Plates and Cold Rolled Coils/ Sheets, Stainless Steel Strips for Razor Blade Steel and Coin Blanks for mints in India & EU. To know more please visit, www.jindalstainless.com





About World HRD Congress 2015 http://www.worldhrdcongress.com/ index.html#index

For further information, please contact: Mr. Faizan Khan

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Email: faizan.khan@jindalsteel.com

Ms. Pashyanti Shukla / Ms. Priyanka Ojha Adfactors PR Phone: +91 9654268426 /

+91 9999280306

pashyanti.shukla @adfactorspr.com priyanka.ojha@adfactorspr.com

Jindal Stainless Ltd. Commissions state of the art Metal Recovery Facility

A major initiative taken by the JSL towards waste recovery and environmental protection



ew Delhi, April 27, 2015 - Jindal Stainless Limited (JSL), the largest integrated manufacturer of Stainless Steel in India today announced the commissioning of state-of-the-art Metal Recovery Plant in association with HARSCO Corporation, a worldwide leader in providing material processing and environmental services.

This technologically-advanced "Metal Recovery Plant' is a part of multi-year contract to provide onsite material processing services by HARSCO and will be located at JSL's fully integrated stainless steel manufacturing facility at Jajpur, Odisha.

This system will enable the recovery of the trapped metal (Ferro Chrome) from the slag generated during the production of Ferro Chrome and will help in enhancing the production capacity by minimizing wastage. There was a loss of 5000-6000 tonnes metal per year, which will now be recovered through this novel technology. This will result in least slug generation, which will be processed in adherence with the environmental norms.

Commenting on the partnership, Mr. S. Bhattacharya, Director Operations- JSL Said, "JSL is always committed towards the protection of environment and to minimize the wastage of precious metals and minerals during the production process. This technology will help JSL to reduce the wastage of precious natural resources and will also help to reducing the amount of new

metals & minerals, which would otherwise have been purchased or extracted from Mother Nature".

Commenting on the same, Mr. Rick Lundgren, President, Metals & Minerals Division, Harsco Said "We are privileged to have JSL as our partner to bring this technology to India for the first time for the Stainless Steel sector and be a part of growth of Indian Stainless Steel sector. The JSL's Jajpur site is a major opportunity to demonstrate our higherperforming value proposition within one of the world's leading Stainless Steel markets"

The facility established in Jajpur unit of Jindal Stainless Limited includes:-

- · Liquid slag dumping facility.
- · Rumbler unit for recovery of medium size metal pieces.
- · Crushing unit for recovery of small pieces of metal embedded in slag.
- Wet Milling Plant Segregate fine metallic pieces from slag thus ensuring a processed slag having very low metallic content.

About Jindal Stainless Limited

Jindal Stainless, a part of the \$18 billion USD, OP Jindal group is the largest integrated manufacturer of stainless steel in India and is ranked among the top 10 stainless steel manufacturers in the world, with a capacity of 1.8 million tons. JSL has crafted its success story by fully integrating its operations based on a strategy of both, backward and forward

integration, starting from mining, melting, casting, hot rolling to cold rolling and further value additions. An ISO: 14001 compliant, JSL product range includes: Ferro Alloys, Stainless Steel Slabs, Blooms, Hot Rolled Coils, Plates and Cold Rolled Coils/ Sheets. Stainless Steel Strips for Razor Blade Steel and Coin Blanks for mints in India & EU.

To know more please visit, www.jindalstainless.com

About Harsco Corporation

Harsco Corporation serves major industries that are fundamental to worldwide economic development, including steel and metals production, railways and energy. Harsco's common stock is a component of the S&P MidCap 400 Index and the Russell 2000 Index.

Additional information can be found at www.harsco.com.

About World HRD Congress 2015 http://www.worldhrdcongress.com/ index.html#index

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Stainless steel revolutionised eating after centuries of a bad taste in the mouth

It took thousands of years to find cheap metal cutlery that didn't react disagreeably with food

he stone age equivalent of Jamie Oliver and Mary Berry were handicapped by the lack of cooking utensils, and also ate with their hands. When the copper age arrived, it delivered better tools for cooking, but not for eating. Copper is poor material for making spoons

because it has a very strong

The first breakthrough in this quest was the discovery that gold utensils, as well as looking fabulous, are inert and so do not interfere with the flavour of food or drink. They didn't know it at the time, but this is associated with the high electrode potential of gold, which means it doesn't

mouth, producing a mild metallic taste. It is rare and expensive too and so was used only by the rich. More plentiful metals like copper, bronze and iron have electrode potentials that are lower than silver, react with quite a lot of food, and taste foul. Thus for most of recorded history, those not

So it is really odd then, that on special occasions, people still get out their silver cutlery. The material can't compete with STAINLESS STEEL for taste. and so would be better recycled to make solar cells or jewellery. We are the generation born with STAINLESS STEEL spoons in our mouths, and we should be very proud of that.



A worker hangs out newly silver-plated forks and spoons to dry at a Sheffield steel cutlery factory, 1959. Photograph: Hulton Archive

taste. The bronze age brought with it stronger metals but they did not taste any better, so eating with the hands continued in most parts of the world except in east Asia. There, they cracked the problem by developing chopsticks. That the rest of the world didn't adopt this remarkable invention is odd. especially when you consider that metal cutlery that didn't have a taste, took more than another 6,000 years to develop. chemically react with very much. Since it does not react with the food, drink, or the indeed the mouth, it doesn't produce new compounds and so doesn't have much of a taste. Job done, you might think, except that gold is too rare and expensive to be a practical choice for anyone except kings and queens.

Silver is quite inert, but has a lower electrode potential than gold and so does react with some foods and indeed the

using chopsticks either ate with their hands, with cutlery made from metals that taste quite strong, or from other nicetasting materials such as wood.

Then in 1743 the cutlers of Sheffield found a way to cover a layer of silver over copper, and so use much less silver to produce a whole canteen of cutlery. Called silver plate, this allowed the growing merchant class in Britain and elsewhere to eat with only the minimum of oral displeasure. Then in 1840 with the discovery of electricity, electroplating was born. This made silver-plated cutlery even more affordable, and so the middle class could have silver, and eat with dignity.

Nevertheless the problem remained: silver still had a distinct taste. Napoleon III had the money to try using aluminium which, although mostly unreactive because of a protective oxide layer, discolours easily. Plastic spoons came into use in the 20th century but, despite their chemical inertness, they couldn't compete with silver. This is partly because the shine and glitter of cutlery are an important part of the experience of eating. A polished spoon speaks of cleanliness in a way that no matt plastic surface can. Besides, to be born "with a silver spoon in your mouth" was a status symbol, a sign of being part of a prosperous family.

It was a metallurgist called Harry Brearley who made the breakthrough, and in doing so revolutionised every cutlery drawer in the world. In 1913 he had the job of making better steel alloys for gun barrels. He was working in one of Sheffield's metallurgy labs and trying different alloying elements to improve the hardness of steel. If they didn't look promising when tested he chucked them in the corner. One day he walked through the lab and saw a bright glimmer in the pile of rusting rejected specimens. He fished out this specimen and realised its

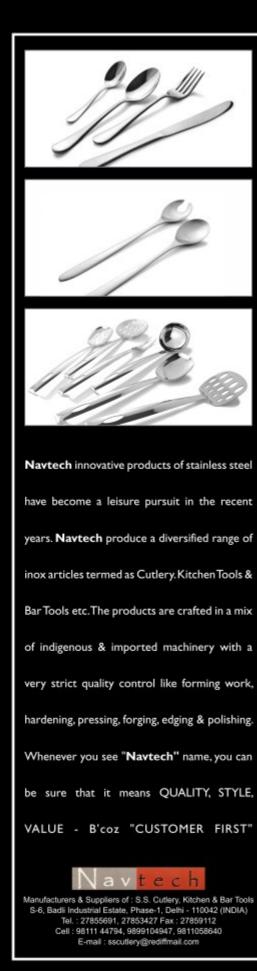
significance: he was holding the first piece of stainless steel the world had ever known.

Well, not quite: materials scientists in France, Germany and the US had, unbeknown to him, already discovered that adding chromium to steel changed the electrode potential of its surface by creating a stable and transparent oxide layer, making it resistant to rusting. What made Brearley special was that he discovered it in a city renowned for its cutlery, and so he had the urge to put it in his mouth and see if it tasted of anything. The 6,000-year quest for an affordable tasteless metal was over.

Of course we take it for granted now. It has become the metal with which we are the most intimately acquainted; after all, we put it in our mouth almost every day. The average kitchen is full of stainless steel cutlery, pots and pans, not to mention the kitchen sink. Ultimately it has been a very democratic invention, giving everyone, however poor, a culinary experience as exceptional as using gold.

So it is really odd then, that on special occasions, people still get out their silver cutlery. The material can't compete with stainless steel for taste, and so would be better recycled to make solar cells or jewellery. We are the generation born with stainless steel spoons in our mouths, and we should be very proud of that.

Source: www.theguardian.com









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Clossing Ceremony 14th July, 2015

INDIAN MARKET OVERVIEW

200

- Population
- · below 35 years of age.
- · Families
- · Healthy GDP growth
- Total Cities
- · Metro Cities
- S.S. Production
- · Consumption in S.S. Houseware mfr. -
- · S.S. Houseware mfr.
- Exporters
- . Traders / Retailer / Wholesalers
- . Hotel & Restaurant (Using S.S. Product)
- . Buying Agent/ buying house
- · Large working population and families with multiple earning members.
- · Increasing spends on lifestyle, décor and home improvement products.

EXHIBITORS PROFILE

- Utensils
- Kitchenware
- Kitchen tool & Cutlery
- Restaurant & Hotel ware
- Tableware
- Petware
- Cookware
- Gift Items
- Furniture
- Raw Materials
- Machinery & Accessories
- Pipe & Tube

VISITORS PROFILE

- Manufacturers
- Exporters
- Traders
- Distributors
- **Buying House**
- Retailers
- Suppliers
- Hotel & Restaurant Owners
- Corporate
- Hospitalities
- Pipe Fabricator

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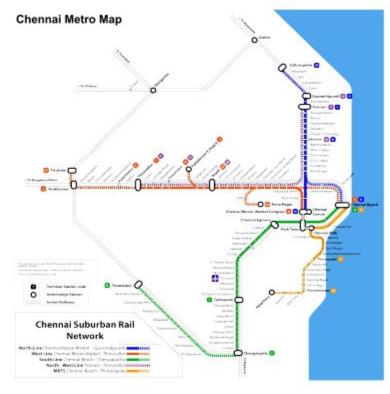


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TAX STRUCTURE IN INDIA

→ 1) What r u doing?

Ans.: Business

Tax : PAY PROFESSIONAL TAX!

→ 2) What r u doing in Business?

Ans.: Selling the Goods.
Tax: PAY SALES TAX!

→ 3) From where r u getting Goods?

Ans.: From other Area / State / Abroad.

Tax: PAY CENTRAL SALES TAX, CUSTOM
DUTY & OCTROI AND NOW LBT & LPT!

→ 4) What r u getting in Selling Goods?

Ans.: Profit

Tax : PAY INCOME TAX!

→ How do you distribute profit ?

Ans.: By way of dividend

Tax : Pay DIVIDEND DISTRIBUTION TAX!

→ 5) Where r u Manufacturing the Goods?

Ans.: Factory

Tax : PAY EXCISE DUTY!

→ 6) Do u have Office / Warehouse / Factory?

Ans.: Yes

Tax : PAY MUNICIPAL & FIRE TAX!

→ 7) Do you have Staff?

Ans.: Yes

Tax : PAY STAFFS PROFESSIONAL TAX!

→ 8) Doing business in Millions?

Ans.: Yes

Tax : PAY TURNOVER TAX!

Ans.: No

Tax : Then pay MINIMUM ALTERNATE TAX (MAT)

→ 9) R u taking out over 25,000 Cash from Bank?

Ans.: Yes, for Salary

Tax : PAY CASH HANDLING TAX!

→ 10) Where r u lodging your client?

Ans.: Hotel

Tax : PAY LUXURY TAX!

→ 11) R u going Out of Station for Business?

Ans.: Yes

Tax : PAY FRINGE BENEFIT TAX!

→ 12) Hav u taken or given any Service/s?

Ans.: Yes

Tax : PAY SERVICE TAX!

→ 13) How come u got such a Big Amount?

Ans.: Gift on Birthday
Tax: PAY GIFT TAX!

→ 14) Do u have any Wealth?

Ans.: Yes

Tax : PAY WEALTH TAX!

→ 15) To reduce tension, for entertainment, where

are you going?

Ans.: Cinema or Resort

Tax : PAY ENTERTAINMENT TAX!

→ 16) Hav u purchased House?

Ans.: Yes

Tax : PAY STAMP DUTY & REGISTRATION FEE!

→ 17) How u Travel?

Ans : Bus

Tax : PAY SURCHARGE!

→ 18) Any Additional Tax?

Ans.: Yes

Tax : PAY EDUCATION CESS, SECONDARY & HIGHER EDUCATION CESS & SURCHARGE ON ALL THE CENTRAL GOVT. TAXES!!!

→ 19) Delayed any time Paying Any Tax?

Ans.: Yes

Tax : PAY INTEREST & PENALTY!

→ 20) Do you want growth of India.?

Ans.: Of course, Yes

Tax: Then pay ELECTRICITY TAX, WATER TAX,

ROAD TAX, ETC. ETC.

















artist makes sculptures from forks, knives, and spoons





IMOA 26th AGM

he venue for IMOA's 26th Annual General Meeting moved East this year to Hangzhou, China. Kindly hosted by Jinduicheng Molybdenum Co Ltd, the event attracted some 180 delegates over the fourday meeting. Outgoing President, Eva Model, noted the increasing level of IMOA's market development activities in China and welcomed guests from China's mining, processing and steel industries. Eva outlined some

of the highlights of the past year, including the generation of a new five-year strategic plan. Commenting that IMOA was a well-regarded commodity association, Eva paid tribute to the Secretariat team and thanked the Executive Committee and the wider membership before welcoming new President Carlos Letelier of MOLYMET.

Among the varied presentations was an overview of the Chinese molybdenum

market from hosts Jinduicheng, and an analysis of the development of molybdenumcontaining stainless steels in China by TISCO.

IMOA hosted a dinner at the Cheng Huangge which was reciprocated on the following evening by hosts Jinduicheng at the 704 Garden Restaurant. On the last day, delegates had the opportunity to tour Hangzhou Steel before departing.

New market development tools launched

MOA has launched a new monthly e-newsletter, Stainless Solutions, targeted at design and specification professionals in the architecture, building and con struction (ABC) sector. The newsletter highlights a different stainless steel issue every month and is sent to over 500 recipients.

Additionally, a comprehensive set of technical resources for the stainless building and

construction sector has been

compiled into a downloadable library on the IMOA website. Containing over 280 PDFs, the collection is categorized into key areas for ease of reference and contains case studies. technical articles and other resources. Both are featured on the ABC pages under "Molybdenum uses" on the IMOA website. IMOA's everpopular duplex fabrication

brochure has been revised and updated. The third edition includes a new chapter on weld overlay, new grades and information on the new formable duplex stainless steels. The design of the highperformance austenitic fabrication brochure was recently updated and published in Italian as well as English. Both are available on the IMOA website.

Gear steel study

newly-developed molybdenumalloyed carburizing steel has outperformed existing gear steels without increasing alloy cost in a study conducted by the German Institute for Machine Elements (FZG) in Munich, Germany.

The IMOA-sponsored study,

conducted in assocation with a German special steel producer, found that hardenability and strength were greatly improved, with the new steel clearly outperforming all reference steel grades. The new steel contains twice the amount of molybdenum compared to standard high-end gear steel.

Dr Nicole Kinsman, Technical Director, said: "This superior performance means that gears made from this new grade could support either higher torque, or for equivalent loads, could be built smaller and lighter. Possible applications include wind turbines, heavy machinery, trucks and cars."

Finnish stainless steel major Outokumpu appoints APAC leader

OLKATA: Finnish stainless steel major Outokumpu has appointed Jan Hofmann as President of the Asia Pacific (APAC) business area including India. Hoffman, who has also been appointed member of the Outokumpu Leadership Team, will assume both the roles with immediate effect. He will report to Outokumpu CEO Mika Seitovirta.

Incidentally, Hofmann has been the interim head of the business area APAC since April 1, 2015. Prior to his current

position he has held key positions in the company, such as the head of strategy and finance for APAC, and the head of strategy at Outokumpu.

"Jan has taken a firm lead on the APAC business area. bringing to the position his extensive industry experience and a sharp strategic focus. I warmly welcome him to the Outokumpu Leadership Team and wish him the best of success." Seitovirta said on the appointment.

Asia Pacific, which includes India, is a major market for global stainless steel giant Outokumpu The demand for stainless steel in APAC in the year 2014 grew by 6.1 % compared to 2013.almost highest in the world. "The company eyes as a major market and the new APAC head is expected to visit India in the second week of May 2015," Yatinder Pal Singh Suri, Country Head, Outokumpu India said.

Sandvik Mining sets up Rs 2-crore refurbishment unit at Nagpur

UMBAI: Sandvik Mining, a leading global supplier of equipment and tools, service and technical solutions for the mining industry recently unveiled a 2,450 square meters refurbishment facility at Nagpur for catering to the aftermarket and maintenance needs of their key customers in India. The facility set up with an investment of Rs 2 crore will offer refurbishment and overhauling service to all critical equipment components used in the mining industry. The company also plans a training academ ...

"Currently, overall at a Group level, India accounts for about two per cent of Sandvik's external revenues and plans are underway to make India a prominent base for Sandvik globally," mentioned the company in response to ET's query. "The facility will bring an incremental business of 10 per cent in the mining revenue and subsequently we have a plan of year-on-year growth of 30 per cent in the business from the Rebuild facility," it added.

The company is also making further investments in India as part of its emerging market

strategy. "To leverage India's position as one of the best cost countries in its operations. Sandvik has announced a commitment to set-up a worldclass manufacturing and R&D facility at Chakan MIDC near Pune in a phased manner over the next five years. Construction of the first phase will commence by mid-2015 with an investment of \$45 million to commence operations by 2016," said the company. Sandvik is a global engineering company headquartered in Stockholm, Sweden.

Stainless steel makers seek higher customs duty

ndia is the third largest consumer of stainless steel in the world and has 2.68 million tonnes production capacity per annum. The domestic industry is reeling under a surge in imports primarily from China and other nations.

Ahead of the Budget, stainless steel firms have asked the Finance Ministry to increase customs duty to 25 percent from 10 percent at present to safeguard the interest of domestic firms in view of growing imports.

"There is an urgent need to control the growing imports and one way to achieve this is by increasing the customs duty rates.

However, this is not possible with a small differential between MFN rate and peak rate of duty," Indian Stainless Steel Development Association (ISSDA) wrote in a letter to Finance Minister Arun Jaitley. An MFN tariff is the lowest possible tariff a country can assess on another country.

"Therefore, it is suggested that the peak rate of duty for stainless steel products may be increased from 10 percent to 25 percent to enable any maneuverability in MFN rates as and when need arises." it added.

"It is, therefore, requested that in order to safeguard huge investment made towards development of Indian stainless steel industry, peak duty rates may be raised to 25 percent from the existing 10 percent," ISSDA said.

India is the third largest consumer of stainless steel in the world and has 2.68 million tonnes production capacity per annum. The domestic industry is reeling under a surge in imports primarily from China and other nations.

Overall, stainless steel imports have risen from 2.39 lakh tonnes (LT) in 2011-12 to 3.24 LT in 2013-14. Imports are expected to rise to 4.23 LT by the end of this fiscal. India had pruned the peak customs duty from 12.5 percent to 10 percent



for all goods other than agriculture products in the Union Budget of 2007-08. "During this period, the import of stainless steel was a meager 1.44 LT against 3.24 LT in 2013-14. This surge of more than 80 percent in import volumes has been largely due to the low levels of import duties on stainless steel flat products," ISSDA said.

In the last Budget, the government had raised basic customs duty on stainless steel products from 5 percent to 7.5 percent.

Source: www.moneycontrol.com

Stainless Steel in Construction seminar in Poland

he seminar will take place in Poznan, June 10, 2015 as a part of the Metalforum Fair, also encompassing Welding. Mach-Tool, Innovations and Transport exhibitions, all of which might be of interest to stainless specialists. Every year, our association organizes a number of events including seminars. Each of them is dedicated to a specific main topic such as: duplex

steels, water management, architecture/building/constructi on and transportation. We invite eminent experts from the industry: producers and manufacturers, inventors, users, the representatives of the world of science.

The participants of the lectures are mainly: steel users, investors, distributors, representatives of the stainless steel in Poland.

This year the main theme of the seminar is: Stainless Steel in Construction. We want to emphasize the wide and constantly developing opportunities for stainless steel applications in construction from the manufacturer and the end-user perspective.

For registration and detail ssn@stalenierdzewne.pl

Stainless Steel Production Reaches 41.7 Million Metric Tons In 2014

russels 27 April 2015 – The International Stainless Steel Forum (ISSF) has released figures for the full year 2014 showing that stainless steel melt shop production increased by 8.3% year–on–year to 41.7 million metric tons (mmt). Production increased in all regions except for Central and Eastern Europe.

Stainless and heat-resisting melt shop steel production [000 metric tons]

Region	Quarter	2/2014	3/2014	4/201	Year 4 2014		/- % -o-y
Western Europe/Africa	2,164	2,116	1,68	2 1,60	08 7,5	70	1.0%
Central/Eastern Europe	71	72	7	0 (64 2	77 -	5.3%
The Americas	670	717	71	1 7	16 2,8	13 14	4.6%
Asia (w/o China)	2,371*	2,387*	2,374	* 2,20	2* 9,33	3* (0.6%
China	5,084	5,603	5,33	6 5,67	70 21,6	92 14	4.3%
Total	10,359*	10,894*	10,173	* 10,25	9* 41,68	41,686* 8	
Region	Quarter 1/2013	2/2013	3/2013	4/2013	Year 2013		
Western Europe/Africa	2,157	1,951	1,576	1,813	7,496	-4.3	%
Central/Eastern Europe	67	84	64	80	296	-17.7	%
The Americas	598	596	629	630	2,454	3.6	%
Asia (w/o China)	2,298*	2,253*	2,284*	2,441*	9,276*	0.0	%
China	4,575	4,584	5,016	4,809	18,984	18.0	%
Total	9,696*	9,468*	9,569*	9,773*	38,506*	7.2	%
Region	Quarter 1/2012	2/2012	3/2012	4/2012	Year 2012		
Western Europe/Africa	2,211	2,065	1,756	1,798	7,829		
Central/Eastern Europe	87	98	90	85	359		
The Americas	607	613	603	545	2,368		
Asia (w/o China)	2,405*	2,335*	2,234*	2,300*	9,274*		
China	3,790	4,006	4,015	4,275	16,087		
Total	9,101*	9,116*	8,698*	9,002*	35,917*		

^{*}Please take note that there has been a revision of the figures for Asia excluding China because of a recalculation of the years 2012, 2013 and 2014 which has been submitted by one of our members.

Source: ISSF

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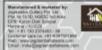








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