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Steel Market Info

THE MAGAZINE DEVOTED TO STAINLESS STEEL AND ITS APPLICATIONS

स्टील मार्केट इन्फो



युद्ध के कारण वैश्विक अर्थव्यवस्था, व्यापार तथा भारत के हाउसवेयर उद्योग पर व्यापक प्रभाव

The Widespread Impact of War on the Global Economy, Trade and India's Houseware Industry

VOLUME

102

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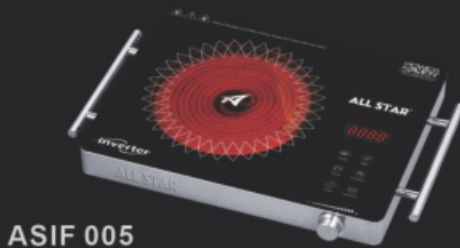
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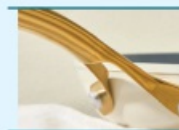
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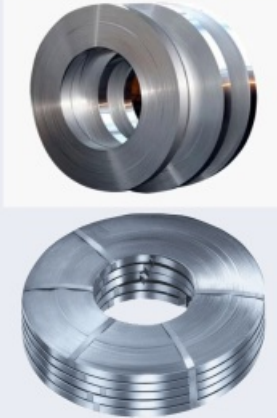
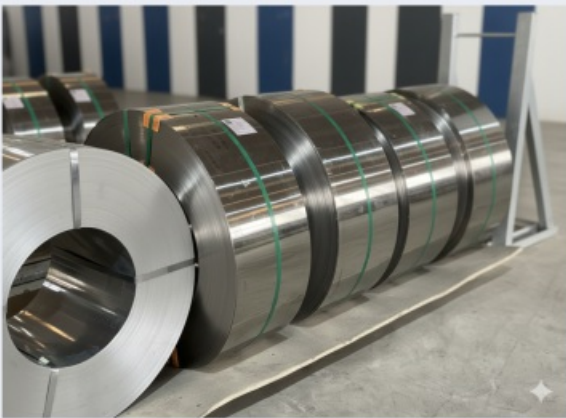
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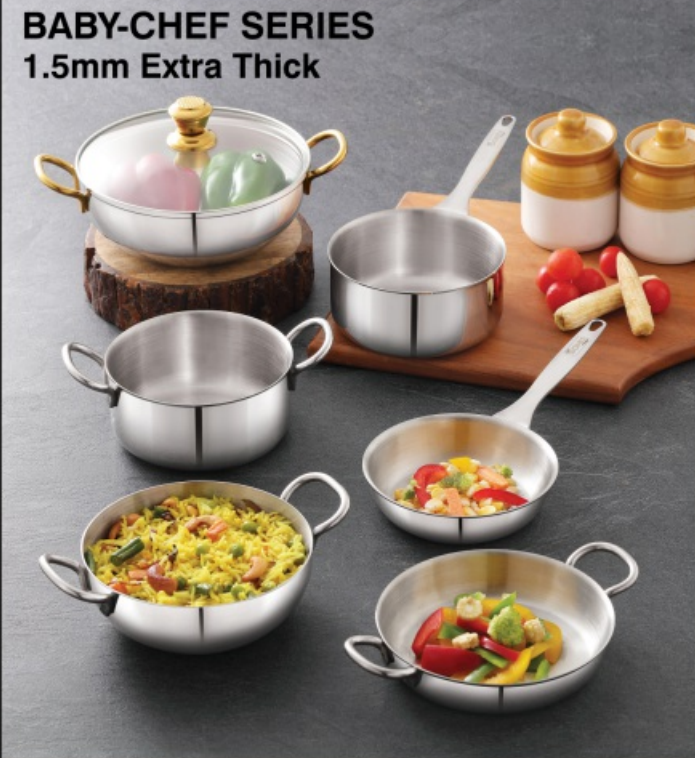


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युद्ध और अर्थव्यवस्था: बढ़ता औद्योगिक संकट

प्रिय उद्यमियों

ईरान-अमेरिका-इज़राइल के बीच बढ़ता संघर्ष आज वैश्विक अर्थव्यवस्था के लिए गंभीर चुनौती बन चुका है। इस युद्ध का प्रभाव केवल राजनीतिक क्षेत्र तक सीमित नहीं है, बल्कि व्यापार, उद्योग और आम जीवन पर भी स्पष्ट रूप से दिखाई दे रहा है। तेल और गैस की कीमतों में वृद्धि ने महंगाई को बढ़ा दिया है, जिससे उत्पादन और परिवहन महंगे हो गए हैं। इसके परिणामस्वरूप वैश्विक सप्लाई चेन बाधित हुई है और आर्थिक गतिविधियाँ धीमी पड़ गई हैं।

हाउसवेयर उद्योग, जो दैनिक जीवन से जुड़ा है, इस संकट से विशेष रूप से प्रभावित हुआ है। कच्चे माल की लागत बढ़ने और मांग घटने से उद्योग दबाव में है। भारत में छोटे और मध्यम उद्योग (MSME) सबसे अधिक प्रभावित हो रहे हैं।

ऐसे समय में आवश्यक है कि शांति स्थापित हो और उद्योगों को समर्थन दिया जाए, ताकि आर्थिक स्थिरता बनी रह सके।

वर्ष 2010 से अपने उद्देश्य को आगे बढ़ाते हुए, 'स्टील मार्केट इन्फो' प्रत्येक वर्ष "इंडियन हाउसवेयर शो" का सफल आयोजन करता आ रहा है। आपके उत्पादों को हजारों नए ग्राहकों तक पहुँचाने और आपके ब्रांड को नई पहचान दिलाने के लिए, आगामी 4, 5 और 6 जुलाई 2026 को चेन्नई शहर में 16वें इंडियन हाउसवेयर शो का आयोजन कर आपको सुनहरा अवसर प्रदान कर रहा है।

'स्टील मार्केट इन्फो' आपके व्यवसाय को निरंतर गति और विकास देने के लिए हमेशा आपके साथ है।

जय हिन्द!

Dear Entrepreneurs,

The escalating conflict among Iran, the United States, and Israel has now emerged as a serious challenge for the global economy. The impact of this war is not limited to the political sphere alone; it is also clearly visible in trade, industry, and everyday life. The rise in oil and gas prices has fueled inflation, making production and transportation more expensive. As a result, global supply chains have been disrupted, and economic activities have slowed down.

The housewares industry, which is closely linked to daily life, has been particularly affected by this crisis. Rising raw material costs and declining demand have placed the industry under significant pressure. In India, small and medium enterprises (MSMEs) are among the worst affected.

At such a time, it is essential to restore peace and provide support to industries so that economic stability can be maintained.

Since 2010, continuing its mission, Steel Market Info has been successfully organizing the Indian Houseware Show every year. To help your products reach thousands of new customers and give your brand a new identity, it is providing you with a golden opportunity by organizing the 16th Indian Houseware Show on 4-5-6, July 2026 at Chennai.

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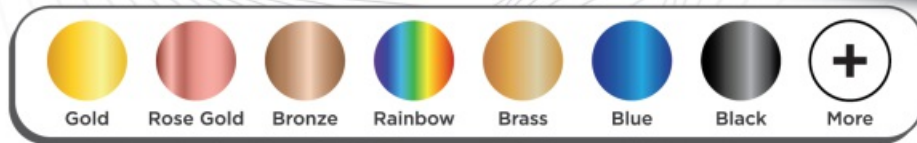
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ईरान-अमेरिका-इज़राइल युद्ध के कारण वैश्विक अर्थव्यवस्था, व्यापार तथा भारत के हाउसवेयर उद्योग पर व्यापक प्रभाव



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यह युद्ध केवल एक क्षेत्रीय संघर्ष नहीं है, बल्कि इसका प्रभाव वैश्विक व्यापार, ऊर्जा बाजार, निवेश, उद्योग और आम जनता के जीवन पर स्पष्ट रूप से देखा जा सकता है। विशेष रूप से हाउसवेयर उद्योग, जो दैनिक जीवन में उपयोग होने वाली वस्तुओं का निर्माण करता है, इस संकट से गहराई से प्रभावित हुआ है। भारत जैसे विकासशील देश के लिए यह प्रभाव और भी महत्वपूर्ण हो जाता है क्योंकि उसकी अर्थव्यवस्था आयात, ऊर्जा और वैश्विक व्यापार पर निर्भर करती है।

युद्ध और वैश्विक आर्थिक अस्थिरता

युद्ध की स्थिति हमेशा अनिश्चितता और जोखिम को जन्म देती है। जब बड़े देशों के बीच संघर्ष होता है, तो वैश्विक बाजारों में अस्थिरता बढ़ जाती है। निवेशक जोखिम से बचने लगते हैं, जिससे शेयर बाजार में गिरावट आती है और आर्थिक गतिविधियाँ धीमी हो जाती हैं।



ईरान एक प्रमुख तेल उत्पादक देश है, और अमेरिका तथा इज़राइल के साथ उसके संघर्ष का सीधा प्रभाव ऊर्जा बाजार पर पड़ता है। जैसे ही युद्ध की स्थिति बनती है, तेल और गैस की कीमतों में तेजी से वृद्धि होती है, जिससे दुनिया भर में महंगाई बढ़ जाती है।

ऊर्जा संकट और तेल बाजार पर प्रभाव



मध्य-पूर्व क्षेत्र वैश्विक ऊर्जा आपूर्ति का केंद्र है। युद्ध के कारण इस क्षेत्र में उत्पादन और परिवहन दोनों प्रभावित होते हैं।

तेल की कीमतों में वृद्धि के प्रमुख प्रभाव:

- परिवहन लागत में वृद्धि
- उत्पादन लागत में वृद्धि
- बिजली और ईंधन महंगे होना

इन सभी कारणों से उद्योगों की लागत बढ़ जाती है और उपभोक्ताओं पर आर्थिक दबाव बढ़ता है।

अंतरराष्ट्रीय व्यापार और सप्लाई चेन पर प्रभाव



युद्ध के कारण समुद्री मार्गों में असुरक्षा बढ़ जाती है, विशेष रूप से होरमुज़ जलडमरूमध्य जैसे महत्वपूर्ण व्यापारिक मार्गों में।

इसके परिणामस्वरूप:-

- आयात-निर्यात में बाधा
- शिपिंग और बीमा लागत में वृद्धि
- डिलीवरी में देरी

यह स्थिति वैश्विक सप्लाई चेन को प्रभावित करती है, जिससे उद्योगों को कच्चा माल समय पर नहीं मिल पाता और उत्पादन में कमी आती है।

वैश्विक व्यवसायों पर प्रभाव



युद्ध का प्रभाव सभी प्रकार के व्यवसायों पर पड़ता है, चाहे वे छोटे हों या बड़े।

1. उत्पादन लागत में वृद्धि

कच्चे माल और ईंधन की कीमतें बढ़ने से उत्पादन महंगा हो जाता है।

2. निवेश में गिरावट

अस्थिरता के कारण निवेशक नए प्रोजेक्ट्स में निवेश करने से बचते हैं।

3. रोजगार पर प्रभाव

कंपनियों के मुनाफे में कमी आने से रोजगार के अवसर घटते हैं।

4. व्यापार में कमी

अंतरराष्ट्रीय व्यापारिक संबंध कमजोर पड़ते हैं, जिससे निर्यात और आयात दोनों प्रभावित होते हैं।

हाउसवेयर उद्योग पर वैश्विक प्रभाव



हाउसवेयर उद्योग, जिसमें किचन के बर्तन, प्लास्टिक उत्पाद, घरेलू उपकरण और अन्य दैनिक उपयोग की वस्तुएं शामिल हैं, युद्ध से विशेष रूप से प्रभावित होता है।

1. कच्चे माल की लागत में वृद्धि

प्लास्टिक और केमिकल उत्पाद पेट्रोलियम पर निर्भर होते हैं, इसलिए तेल महंगा होने से इनकी लागत बढ़ जाती है।

2. उत्पादन में बाधा

कच्चे माल की कमी और सप्लाई चेन में व्यवधान के कारण उत्पादन घट जाता है।

3. मांग में गिरावट

महंगाई बढ़ने से उपभोक्ता गैर-जरूरी वस्तुओं की खरीद कम कर देते हैं।

4. छोटे उद्योगों पर प्रभाव

छोटे उद्योग सीमित संसाधनों के कारण इस संकट से अधिक प्रभावित होते हैं।

भारत के हाउसवेयर उद्योग पर युद्ध का विशेष प्रभाव



कच्चे माल की बढ़ती लागत

भारत का हाउसवेयर उद्योग प्लास्टिक, स्टील, एल्यूमिनियम और केमिकल पर निर्भर है। युद्ध के कारण इन सभी कच्चे माल की कीमतों में वृद्धि होती है।

इससे:

- उत्पादन लागत बढ़ती है
- उत्पाद महंगे हो जाते हैं
- मुनाफा घटता है

ऊर्जा संकट और उत्पादन पर असर



भारत अपनी ऊर्जा जरूरतों के लिए आयात पर निर्भर है। युद्ध के कारण तेल और गैस की कीमतें बढ़ने से उद्योगों पर अतिरिक्त बोझ पड़ता है।

- फैक्ट्रियों का संचालन महंगा
- उत्पादन में कमी
- छोटे उद्योगों पर दबाव

सप्लाई चेन में बाधाएं



मध्य-पूर्व से आने वाले कच्चे माल और व्यापार मार्ग प्रभावित होते हैं, जिससेरू

- कच्चे माल की कमी
- ट्रांसपोर्ट महंगा
- उत्पादन में देरी

मांग में गिरावट



महंगाई बढ़ने से उपभोक्ता खर्च कम कर देते हैं।

- गैर-जरूरी वस्तुओं की मांग घटती है
- हाउसवेयर उत्पादों की बिक्री कम होती है
- बाजार में मंदी आती है

MSME (छोटे उद्योग) पर प्रभाव



भारत का हाउसवेयर उद्योग मुख्य रूप से छोटे और मध्यम उद्योगों पर आधारित है।

- लागत बढ़ने से मुनाफा घटता है
- पूंजी की कमी होती है
- कई उद्योग बंद होने की स्थिति में पहुंच जाते हैं

निर्यात और व्यापार पर प्रभाव



मध्य-पूर्व में युद्ध होने से भारत के निर्यात पर प्रभाव पड़ता है।

- निर्यात घटता है
- भुगतान में देरी
- लॉजिस्टिक्स महंगा

रूपये की कमजोरी और आयात लागत



वैश्विक अस्थिरता के कारण भारतीय रुपया कमजोर हो सकता है।

- आयात महंगा
- कच्चा माल महंगा
- उत्पादन लागत में वृद्धि

निर्माण क्षेत्र पर प्रभाव



हाउसवेयर उद्योग का संबंध निर्माण (Construction) क्षेत्र से भी है।

- निर्माण सामग्री महंगी
- नए प्रोजेक्ट्स में कमी
- हाउसवेयर की मांग में गिरावट





दीर्घकालिक प्रभाव

यदि यह युद्ध लंबे समय तक चलता है, तो इसके दीर्घकालिक प्रभाव हो सकते हैं—

- वैश्विक व्यापार संरचना में बदलाव
- उद्योगों का पुनर्गठन
- आत्मनिर्भरता की ओर बढ़ता रुझान
- नए आर्थिक गठबंधनों का निर्माण

समाधान और सुझाव

इस स्थिति से निपटने के लिए निम्नलिखित कदम उठाए जा सकते हैं—

- अंतरराष्ट्रीय स्तर पर शांति वार्ता को बढ़ावा
- वैकल्पिक ऊर्जा स्रोतों का विकास
- छोटे उद्योगों को सरकारी सहायता
- सप्लाई चेन को मजबूत बनाना

“

संभावित सकारात्मक अवसर

हालांकि युद्ध का प्रभाव नकारात्मक होता है, लेकिन कुछ अवसर भी उत्पन्न हो सकते हैं—

- "मेक इन इंडिया" को बढ़ावा
- घरेलू उत्पादन में वृद्धि
- नए व्यापारिक साझेदारों की खोज
- वैकल्पिक ऊर्जा स्रोतों का विकास

”

• घरेलू उत्पादन को बढ़ावा देना
ईरान—अमेरिका—इज़राइल युद्ध का प्रभाव वैश्विक अर्थव्यवस्था, व्यापार और उद्योगों पर गहराई से पड़ा है। विशेष रूप से हाउसवेयर उद्योग इस संकट से प्रभावित हुआ है, जिसमें उत्पादन लागत बढ़ना, मांग में गिरावट और सप्लाई चेन में बाधाएं प्रमुख हैं।

भारत में यह प्रभाव और अधिक स्पष्ट है क्योंकि यहाँ का उद्योग कच्चे माल और ऊर्जा के लिए आयात पर निर्भर है। छोटे और मध्यम उद्योग इस स्थिति से सबसे अधिक प्रभावित होते हैं।

यदि यह युद्ध लंबे समय तक जारी रहता है, तो इसका प्रभाव और अधिक गंभीर हो सकता है।



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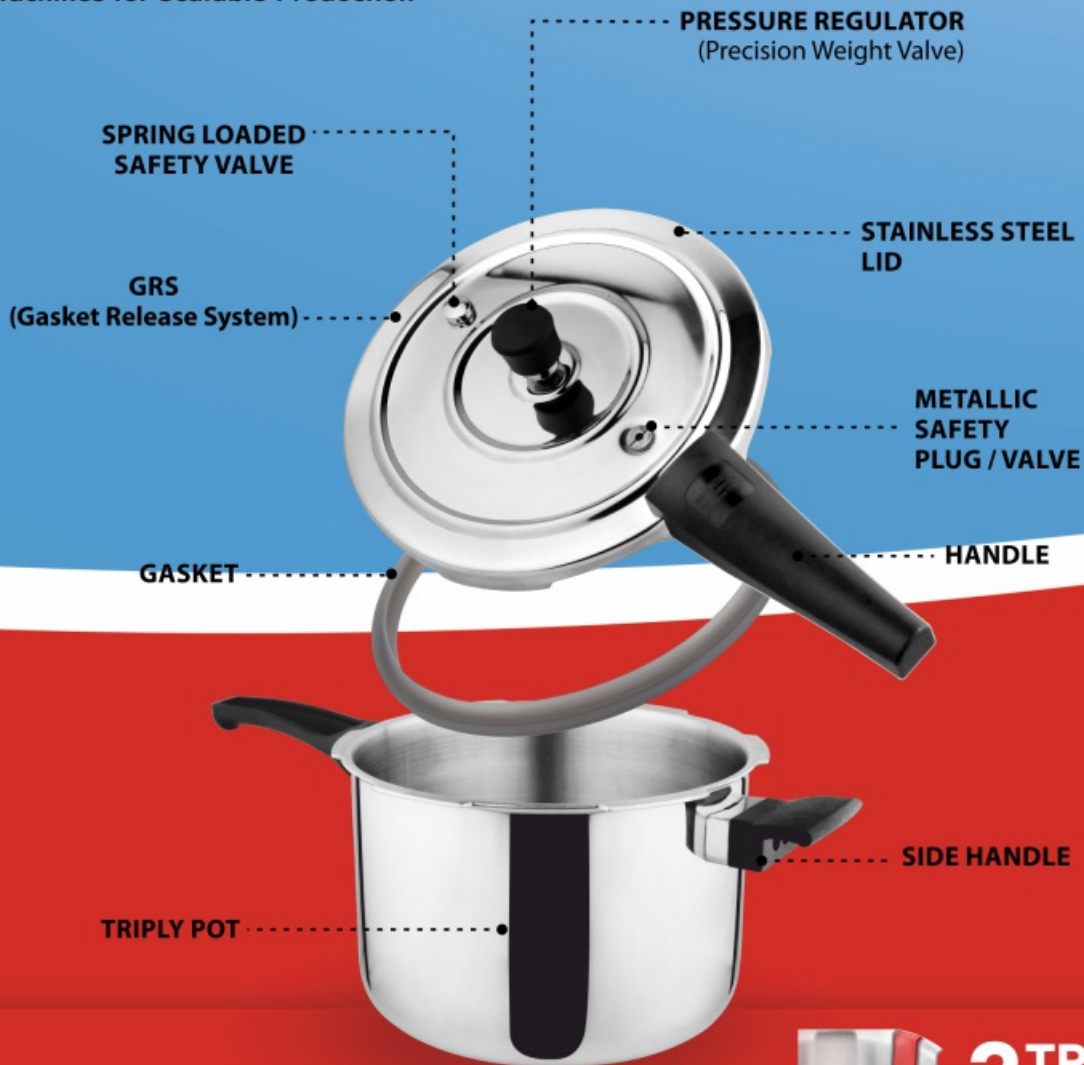
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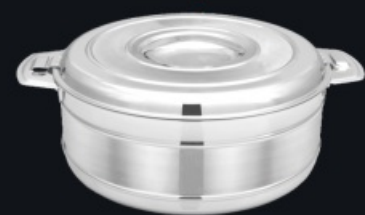
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अनुभव से सीख लेकर ऐसे बढ़ाएं अपनी अर्निंग



स्टार्टअप दौर शुरूआती हो या फिर स्थायी, लर्निंग और अर्निंग का कॉन्सेप्ट सफलता के लिए बहुत जरूरी होता है। आसान भाषा में समझें तो इसका मतलब ऐसे कल्चर से होता है जहां स्टाफ सीखता है और यह जानकारी अपनी आगे की टीम की ओर बढ़ाता है।

स्टार्टअप को सफल बनाने के लिए कई तरह की रणनीतियों को लागू किया जाता है, लेकिन एक स्ट्रैटेजी ऐसी भी है जो इसे सफलता बनाने का काम करती है वो हैं लर्निंग एंड अर्निंग कॉन्सेप्ट और स्टार्टअप की सफलता के लिए क्यों है जरूरी.....

समझें पूरा फंडा

स्टार्टअप का दौर शुरूआती हो या फिर स्थायी, लर्निंग और अर्निंग का कॉन्सेप्ट सफलता के लिए बहुत जरूरी होता है। इसका मतलब ऐसे कल्चर से होता है



जहां स्टाफ सीखता है और यह जानकारी अपनी आगे की टीम की ओर बढ़ाता है। इससे नए कर्मचारियों के लिए पुराने सबक बहुत काम के साबित होते हैं। उन्हें उन दिककतों से नहीं गुजरना पड़ता है जिसका सामना पूर्व कर्मचारी कर चुके हैं। यह लर्निंग कर्मचारी कर चुके हैं। यह लर्निंग कर्मचारियों को ज्ञान बढ़ाने के साथ बेहतर काम करने का तरीका सिखाती है और ऐसा माइंडसेट विकसित करती है जो स्टार्टअप के लिए बहुत जरूरी है।

कस्टमर सेंट्रिक इनोवेशन

ध्यान रखने वाली बात है कि कस्टमर के फीडबैक से मिलने वाली लर्निंग सीधेतौर पर प्रोडक्ट और मार्केट को बेहतर बनाने का काम करती हैं। दो स्टार्टअप ज्यादा



विश्वास कमाता है। उसे ज्यादा रेफरल मिलते हैं और बिजनेस का दायरा बढ़ता है।

अनुभव से कैसे बढ़ेगी कमाई ?

स्टार्टअप की शुरूआत से लेकर वर्तमान तक जो भी सबक मिल है वो भविष्य के



फैसले लेने में मदद करते हैं और उन गलतियों को दोबारा होने से बचाते हैं। नतीजा गलतियां कम होती हैं। कस्टमर तक हर चीज सलीके से पहुंचती है और अर्निंग बढ़ती है। यही वजह है कि इस कॉन्सेप्ट को लर्निंग से अर्निंग को बढ़ाने वाला आइडिया कहते हैं।

स्किल्स का बढ़ाना क्यों जरूरी ?

विशेषज्ञ कहते हैं स्किल को बढ़ाने का मतलब सिर्फ अर्निंग तक ही सीमित नहीं होता। यह कर्मचारी और स्टार्टअप की

पर्सनल ग्रोथ से जुड़ा होता है। कर्मचारी जब नई स्किल्स को सीखते हैं और नए अनुभव से सबक लेते हैं तो उन्हें नौकरी में बेहतर मौके मिलने की संभावना बढ़ती है। टीम मैम्बर्स के बीच लीडरशिप क्वालिटी बढ़ती है। टीम में ऐसा कल्चर विकसित होता है जहां सभी में आत्मविश्वास बढ़ता है और स्टाफ में एक बॉन्ड विकसित होता है। ये सभी बातें किसी भी स्टार्टअप के लिए बहुत जरूरी है।

ये फायदे भी मिलते हैं

निदेशक ऐसे स्टार्टअप को चुनते हैं जहां उन्हें ज्यादा पॉटेंशियल नज़र आता है। लर्निंग एंड अर्निंग कॉन्सेप्ट उन्हें पॉटेंशियल दिखाता है क्योंकि मार्केट में स्टार्टअप का बढ़ता दायरा और कस्टमर का विश्वास बताता है कि निवेश करना चाहिए या फिर दूरी बनानी चाहिए।

युवा टीम लर्निंग और अर्निंग दोनों बातों को प्राथमिकता देती है। लर्निंग उनकी स्किल को बढ़ाने का काम करती है। यही अर्निंग उनके कॉन्फिडेंस के साथ स्टार्टअप के प्रति जुनून से काम करने की चाहत को बढ़ाती है।

स्टार्टअप से जुड़े विशेषज्ञ कहते हैं, लर्निंग और अर्निंग के बीच तालमेल बिठाने की जरूरत होती है। अगर कोई कर्मचारी सिर्फ लर्निंग तक ही सीमित हो रहा है और उसे अर्निंग का फायदा नहीं मिल रहा है तो यह उसके लिए तनाव की स्थिति हों सकती है। सही लीडरशिप भी स्टार्टअप में अहम रोल अदा करती है। एक स्टार्टअप ओनर को इस बात का ध्यान रखने की जरूरत है।

लाइफ में ग्रोथ चाहिए तो ये 5 फंडे याद रखें



जीवन में ग्रोथ पाने का सपना तो सभी देखते हैं, लेकिन इसे कुछ लोग ही हासिल कर पाते हैं। छोटी-छोटी कमियां इसे पाने से रोकती हैं। वही जीवन में छोटे-छोटे बदलाव ग्रोथ के रास्ते पर लेकर जाते हैं। जानिए वो बातें जो लाइफ में ग्रोथ हासिल करने के लिए बहुत जरूरी हैं।

• खुद से कॉम्पिटिशन करें

दूसरों की सफलता की ओर देखना अच्छी बात है, लेकिन जब खुद से कॉम्पिटिशन करेंगे तो हर बार कुछ नया और बेहतर कर पाएंगे। अपने ही पिछले रिकॉर्ड को तोड़ पाएंगे तो यह आदत आपको जीवन में आगे की ओर ले जाएगी।

• निगेटिव विचारों से दूर रहें

किसी काम को करें कि न करें, कहीं

इसमें घाटा तो नहीं होगा? कोई मदद करेगा या नहीं... ऐसे विचार आना सामान्य सी बात है, लेकिन तत्काल इसका जवाब न निकाल पाना मुश्किल बढ़ा सकता है। ऐसे हालात में निगेटिव विचार बढ़ते जाते हैं और ग्रोथ का रास्ता मुश्किलों भरा हो जाता है।

• कुछ नया सीखना जारी रखें

जीवन में ग्रोथ चाहिए तो पहली शर्त है कि कुछ नया करना सीखना होगा। यह इनोवेशन हो सकता है। चर्नई स्किल हो सकती है। काम करने का बदला हुआ तरीका हो सकता है या फिर किसी नई फील्ड से जुड़ाव हो सकता है। जब हम कुछ नया सीखते हैं तो शरीर में एक पॉजिटिव एनर्जी का संचार होता है। यह नई चीज हमें आगे बढ़ने के लिए प्रेरित करती है। नतीजा ग्रोथ के रास्ते पर बढ़ते हैं। जब कुछ नया सीखते हैं तो निश्चित तौर पर ग्रोथ होने के चांस बढ़ते हैं। यह

कॉन्फिडेंस बढ़ाता है ताकि हम नई चीजों को सीखकर खुद को आगे बढ़ाने के लिए प्रेरित करें।

• जो करें पूरे मन से

काम छोटा हो या बड़ा, उसे पूरे मन से करना जरूरी है। यह इसलिए भी जरूरी है कि ताकि आप अपनी क्षमता को जान सकें। अगली बार इसमें कितना बदलाव करना, इसे समझ सकें। ये लर्निंग आपके भविष्य के लिए रोडमैप तैयार करने का काम करती है।

• लक्ष्य क्लियर रखें

लक्ष्य भले ही छोटा हो, लेकिन स्पष्ट रखें ताकि इसे हासिल कर सकें। छोटे-छोटे लक्ष्य हासिल करके खुद को इस तरह तैयार करते हैं कि जीवन में कुछ बड़ा लक्ष्य हासिल कर सकें। इसलिए लक्ष्य क्लियर रखें। छोटी बातें आपको सफलता के करीब ले जाती हैं।

कॉम्पिटीटर से डरें नहीं, अपनी रणनीति मजबूत करें



छोटी कंपनियां सीधे तौर पर बड़ी कंपनी के कदम से प्रभावित होती हैं। छोटी कंपनियों पर बड़ी कंपनियों का प्रभुत्व उपभोक्ताओं के व्यवहार से बढ़ता है। इन चुनौतियों को देखते हुए छोटी कंपनियों को बड़ी कंपनियों के प्रभाव को बेअसर करने और बाजार का सबसे बड़ा हिस्सा हासिल करने के लिए रणनीतियों को बदलना चाहिए। जानिए इन चुनौतियों से निपटने के लिए छोटी कंपनियां क्या कर सकती हैं?



कस्टमर पर फोकस

स्टार्टअप को ग्राहक, जनसंख्या और बाजार के प्रकार के आधार पर अपने ग्राहक, जनसंख्या और बाजार के प्रकार के आधार पर अपने ग्राहकों के हितों को ध्यान रखना चाहिए। अपना फोकस हमेशा कस्टमर पर रखें। बेशक बड़ी कंपनियां क्या कर रही हैं और क्या नहीं कर रही है, इसका अध्ययन करने की जरूरत है। विश्लेषण करना जरूरी होता है, लेकिन कस्टमर के व्यवहार पर नजर रखें कि वा क्या चाहता है और क्या नहीं?

डिजिटल मार्केटिंग

आपका प्रोडक्ट और कंज्यूमर कैसा है? यह याद रखें। ऐसा न हो कि कंपनी का



प्रोडक्ट बुजुर्गों से जुड़ा है और डिजिटल मार्केटिंग में ज्यादा पैसा लगा रहे हों। बुजुर्ग अखबार ज्यादा पैसा लगा रहे हों। बुजुर्ग अखबार ज्यादा पढ़ते हैं। वही प्रोडक्ट युवाओं से जुड़ा है तो सोशल मीडिया पर विज्ञापन बहुत कारगर साबित होते हैं।



परामर्श की सेवाएं चुनें

अधिकांश छोटी कंपनियां ऐसी समस्याओं के प्रति संवेदनीशील होती हैं, जो व्यवसाय को कम कर सकती हैं क्योंकि वे बाजार में नई हैं। इसे कम करने के लिए कंपनियों को परामर्शदाता नियुक्त करना चाहिए। ऐसा फर्म कंसल्टेंट, सीनीयर ह्यूमन रिसोर्स प्रोफेशनल होना चाहिए जिन्होंने इसी तरह के प्रोजेक्ट और पहले भी ऐसी ही कंपनियों के साथ काम किया है। उनका अनुभव और चुनौतियों से लड़ने का तरीका आपको मजबूत बनाएगा।



ब्रांड मजबूत बनाएं

कंपनी के ब्रांड को मजबूत करने पर फोकस करें। न कि दूसरी कंपनी के डर को अपने ब्रांड पर हावी होने दें। इसके लिए नए और क्रिएटिव अभियान शुरू करें। ये अभियान ऐसे होने चाहिए जो कंज्यूमर को आपसे जुड़ने पर मजबूर करें। या फिर खरीदारी को बढ़ाने वाला अभियान जिसमें दूसरी खरीद करने पर

ज्यादा छूट मिलना। ऐसे कैम्पेन कंज्यूमर को एंगेज रखते हैं और ब्रांड का असर उनके जेहन पर लम्बे समय तक रहता है। इसलिए हर बार रणनीति को बनाते समय ब्रांड और कंज्यूमर को केंद्र में रखें। इसके साथ ही पिछले कैम्पेन के सबक को ध्यान में रखें कि उसमें कितनी सफलता मिली थी और कहां कमी रह गई थी। औ अब आगे क्या करना है।

मार्केटिंग से जुड़ी रणनीति को बनाते समय हर बार ब्रांड और कंज्यूमर को केंद्र में रखना बेहद जरूरी होता है.....



प्रोडक्ट की कीमत

प्रोडक्ट प्राइस यानी उत्पाद मूल्य आय और लाभ पर निर्भर करता है और सप्लाय-डिमांड के आधार पर भी अलग-अलग हो सकता है। छोटी कंपनियां बड़ी कंपनियों से कम कीमत देकर या बेहतर प्रोडक्ट और सर्विसेज देकर अपनी छवि बना सकती हैं। आखिरकार अपने बड़े प्रतिद्वंद्वियों की तुलना में छोटी कंपनियों का लक्ष्य ग्राहक को संतुष्टि प्रदान करना होता है। छोटे स्तर पर इसमें सफल होते हैं तो वही ग्राहक दूसरे ग्राहक को लाने की वजह बनता है। इसलिए हर एक ग्राहक जरूरी होता है फिर चाहें अभी छोटी कंपनी हो या बड़ी कंपनी। प्रोडक्ट की कीमतों को तय कर सकते हैं यह जरूर देखें कि आपकी कंपनी का कंज्यूमर किस वर्ग का है। एक हाइ क्लास सर्विस देने वाली कंपनी के प्रोडक्ट प्राइस की पॉलिसी छोटी कंपनी के जैसी नहीं हो सकती।

स्टार्टअप की दुनिया में प्रतियोगिता से कैसे निपटें ?



स्टार्टअप के सफर में कभी न कभी ऐसा दौर भी आता है मार्केट में बढ़ता कॉम्पिटिशन संघर्ष की वजह बनता है। मुनाफा घटता है और अस्थिरता की स्थिति बनने लगती है। ऐसे में इन हालात से निकलना और कॉम्पिटिशन को चुनौती देना जरूरी हो जाता है। जानिए ऐसे हाजात बनने पर क्या करना चाहिए।

कस्टमर ने क्यों बनाई दूरी



अगर कॉम्पिटिशन बढ़ रहा है और हालता बिगड़ रहे हैं तो सबसे पहले मार्केट और कस्टमर के स्वभाव में हो रहे बदलाव को समझें। उनकी जरूरतों को समझें। कस्टमर प्रोडक्ट से दूरी क्यों बना रहा है, इसे समझने की कोशिश करें। कंपनी को कौन से कदम उठाने की जरूरत है जो समय की मांग हैं, इसे समझें और उचित फैसला लें। मार्केट साइज, ट्रेंड और ग्रोथ के पोटेंशियल को समझ पाएंगे तो कॉम्पिटिशन का हाल जरूर निकल पाएंगे। इसलिए सबसे पहले कंपनी के डाउनफॉल और दूर होते कस्टमर के स्वभाव को समझें।

प्रोडक्ट और सर्विस में अंतर समझें

सबसे पहले यह समझने की कोशिश करें कि वो कौनसी चीज है जो आपके प्रोडक्ट



और सर्विस को अलग बनाती है। क्या वो खूबी आपको कॉम्पिटिशन से लड़ने में मदद कर ही है। अगर नहीं, तो उसमें बदलाव की जरूरत है। आपका प्रोडक्ट क्या है, उसकी सर्विस क्या है या फिर उसमें कितना दम है, इसका पोटेंशियल भी समझने की कोशिश करें। ऐसा इसलिए जरूरी है क्योंकि एक समय के बाद हर प्रोडक्ट और सर्विस को अपग्रेड करने की जरूरत होती है। इस पर पूरा फोकस करना चाहिए। चाहे स्टार्टअप हो या फिर नौकरी।

विशेषज्ञ कहते हैं, सफलता मिलने का यह मतलब कतई नहीं है कि इनोवेशन पर रोक लगा दी जाए। इनोवेशन स्टार्टअप को जिंदा रखने के साथ कस्टमर के बेस को बढ़ाने में मदद करता है। सफल स्टार्टअप के लिए ये बातें ध्यान रखें।

स्टार्टअप के कारोबार में कॉम्पिटिशन से जूझ रहे हैं, तो समझ लें यह समय बदलाव का है। एक समय के बाद प्रोडक्ट और सर्विस को अपग्रेड करने की जरूरत होती है।

कस्टमर से कनेक्शन

कारोबार में पिछड़ने की एक वजह यह भी हो सकती है कि आप कस्टमर से कनेक्शन को मजबूत करने में पिछड़ रहे हैं। इसलिए जल्द से जल्द उनसे कनेक्ट

होने की योजना बनाएं। इनको जोड़ने वाले जो भी प्लेटफॉर्म हैं, उनका बेहतर इस्तेमाल करने की योजना बनाएं ताकि ग्राहको से जुड़ सकें। सोशल मीडिया,



ईमेल मार्केटींग और दूसरे चैनल से कस्टमर से जुड़ें। उनसे अपने प्रोडक्ट को लेकर राय लें। उनके जवाब से अपनी रणनीति को बदलने की कोशिश करें। इसके साथ ही खुद को भी नए बदलाव के लिए हमेशा तैयार रखें।

रणनीति की सफलता जांचें



विशेषज्ञ कहते हैं, तमाम अनुभव को समझने और बदलाव की रणनीति को बनाने के बाद जब इसे लागू करते हैं, तो यह भी ध्यान रखें कि किस हद तक रणनीति लागू हो पा रही है। कहां इसे लागू करने में दिक्कत आ रही है और इसकी सफलता के लिए कितना बदलाव करने की जरूरत है। मार्केटींग कैम्पेन, प्राइसिंग, कस्टमर सर्विस और प्रोडक्ट पर ध्यान दें। ये ऐसे फैक्टर हैं, जो सीधेतौर पर मार्केट और कस्टमर से जुड़े हैं। ये सही रहते हैं, तो सफलता मिलने की संभावना कई गुना तक बढ़ जाती है।

International Momentum Frankfurt: Kick-off for more courage, resilience and trust

ambiente

6-10 February 2026



The high level of visitor satisfaction and internationality send a strong message: with **4,636 exhibitors** and participants from **170 countries**, Ambiente, Christmasworld and Creativeworld confirmed their leading role in an industry undergoing rapid change. The momentum in Frankfurt opened up new business prospects and, from 6 to 10 February, once again served as the global marketplace for inspiration and orientation, orders and personal encounters.

The consumer goods trade fair trio kicked off in 2026 on the day before the fair with the Compass Talks and the presentation of the new IFH industry index. As the first international sentiment barometer, it reveals where the global consumer goods industry currently stands and the key issues at stake. The tenor of the subsequent afternoon panels was clear: waiting is not an option – what is needed are further developments in business models, more resilient value chains and better preparation for uncertainties, such as customs duties and import regulations. Against this backdrop, international participation in consumer goods fairs is growing – especially in this dynamic trading environment, personal encounters, market transparency and resilient networks are becoming increasingly important. Detlef Braun, Managing Director of Messe Frankfurt, remarks: „Geopolitics, cost pressures and the need for transformation are no longer exceptional circumstances, but rather a new reality. This is precisely why it is important to seize the right moment in the market with confidence and drive. And that moment is here and now in Frankfurt.” **Around 140,000 visitors** [1] from all over the world took advantage of this opportunity. Futurist Ben Hammersley, speaking on behalf of many participants,

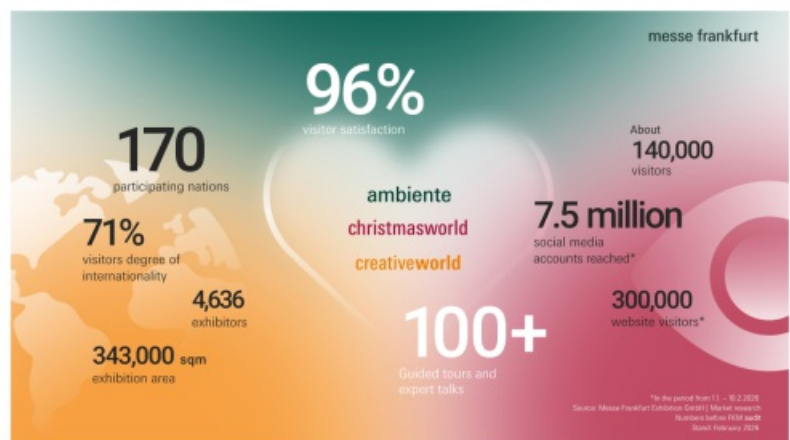
made this clear on Thursday: “The decisive factor for the future is not certainty in planning, but the ability to deal with uncertainty – with the right mindset, curiosity and adaptability.” Robert Edler, Senior Sales Manager at Wagner from the Interior Looks brand area, adds: “One of our most important goals is to gain new partners in the international market for project business. Ambiente provides the momentum to meet these people in person.”

Support from trade and industry

Christian Haeser, Managing Director of the German Trade Association for Home and Office Furnishings, confirms the relevance for specialist retailers: “Ambiente has once more proven itself to be an indispensable platform. The diversity and quality of the innovations on display showcase how vibrant and creative our industry is. For specialist retailers, this trade fair is the perfect place to identify trends at an early stage and sharpen their product ranges in

a targeted manner – especially in conjunction with Christmasworld and Creativeworld.” The synergies between the three leading trade fairs reached a record level in 2026: visitors to one fair attended the other two events at a rate of between just under 60 and over 80 per cent. This underlines the added value of the trade fair trio as an international one-stop shop.

Brands such as Zwilling used Ambiente as a stage for strategic development and global positioning. Senay Tansu, Chief Commercial Officer, Zwilling, explains: “Returning to Ambiente 2026 was a complete success for us. Our stand became a statement for our new brand world – modern, strong in design, high-quality and self-confident. Frankfurt was the ideal starting point for us to communicate this further development and our commitment to premium quality and design globally.”



[1] Total figures for 2026, FKM-verified: 4,689 exhibitors (593 domestic / 4,096 international) and 147,684 visitors (46,876 domestic / 100,808 international)

Exhibitors by Countries in Ambiente 2026

Argentina	2	Luxembourg	2
Armenia	1	Madagascar	1
Australia	13	Malaysia	4
Austria	20	Montenegro	1
Bangladesh	33	Morocco	5
Belgium	49	Myanmar	6
Brazil	30	Nepal	13
Bulgaria	5	Netherlands	97
Cambodia	2	New Zealand	1
Canada	12	Nigeria	1
China	372	Norway	3
Colombia	2	Pakistan	13
Croatia	3	Palestine	1
Czech Republic	21	Panama	2
Denmark	49	Paraguay	1
Egypt	30	Peru	19
Estonia	2	Philippines	45
Finland	8	Poland	62
France	130	Portugal	95
Germany	367	Romania	7
Ghana	15	Saudi Arabia	3
Great Britain and Northern Ireland	89	Serbia	11
Greece	18	Singapore	4
Hong Kong	227	Slovakia	5
Hungary	11	Slovenia	8
INDIA	515	South Africa	12
Indonesia	37	Spain	93
Ireland	3	Sri Lanka	5
Israel	13	Sweden	48
Italy	310	Switzerland	25
Japan	80	Taiwan	119
Jordan	2	Thailand	43
Kenya	1	Tunisia	12
Korea, the Republic of (South)	52	Türkiye	223
Kosovo	3	Ukraine	5
Latvia	3	UAE	5
Lebanon	1	United States	52
Lithuania	16	Uruguay	1
		Vietnam	54
		Virgin Islands, British	1

Indian Houseware Exhibitor at Ambiente 2026

- Abhinandan Steels
- Abhishek International
- Aglow Exports Inc.
- Allen Overseas Pvt. Ltd.
- Amit Exports
- Ankur Exports
- Aristoplast Products Pvt. Ltd.
- Arjan Impex Pvt Ltd
- Arta Broch Ceramics Pvt. Ltd.
- Art House Expo
- Asian Plastowares Pvt Ltd
- Autopress India Pvt. Ltd.
- Axis Housewares
- Bhalaria Metal Craft Pvt. Ltd.
- Bharat Exports
- Bhatia's Silverware
- BKG Overseas
- BKP Designs
- Borosil Limited
- Cello Industries Pvt. Ltd.
- Chanda Steel Works (Pvt) Ltd.
- Chirag Udyog
- Clay Craft India Pvt. Ltd.
- Craft Land
- Dev Ansh Exports Private Limited
- Deepak Corporation
- Dharam Stainless Steel Pvt. Ltd.
- DLJM Houseware Pvt. Ltd.
- DMW Expo (India) Pvt. Ltd.
- DMW Housewares
- Duggal Sons
- Exim Corporation
- Fame India
- Family Plastics and Thermoware Pvt. Ltd.
- Fantasy Exports
- Gaurav Stainless Limited
- Gayatri Inc.
- General Traders
- G&S Exports Corporation
- Hawkins Cookers Limited
- Homeline Product
- Jagdamba Cutlery Limited
- Jewel Impex Pvt. Ltd.
- Kangaro Industries Limited
- Kasliwal Projects Ltd.
- King Metal Works
- Kraftwares (India) Pvt. Ltd.
- L.D.D.N. Impex
- Manek Metal Industries
- Manek Metal (India) Pvt Ltd.
- Marcellia Exports Pvt. Ltd.
- Mastin
- Mastercook Houseware LLP
- Maxx Creations
- Mayur Exports
- Mehar Tableware Pvt. Ltd.
- Metal Exports (India)
- Metal India
- Metline Houseware
- Milton-Hamilton Houseware P. Ltd.
- Motwani International
- M.R. Industries
- Navtech Industries
- Nayasa Superplast
- Nexes Impex
- Nirmal Polyplast Pvt. Ltd.
- Perfection Exports
- Pinnacle - Tokyo Plast International Ltd.
- Pradeep Stainless India Pvt Ltd
- Primor Overseas
- Prince Corp Private Limited
- Precision Moulds & Dies (Gluman)
- Progetto Inc.
- Punjab Stainless Steel Ind.
- Qari Exports
- Raj Aryan Export Pvt. Ltd.
- Ravenn Promoliinks Pvt. Ltd.
- Reliance Artwares Pvt. Ltd.
- Richwell International
- R Kay Exports
- Sam Globals
- S.B. Overseas
- Samlan International
- Seema Exports
- Serwell Household Appliances
- Selvel Global
- Sharda Corporation
- Sharda Metal Industries
- Shreeji International
- Shree Vallabh Metals
- Shreepal Industries
- Sivanesan Company (Ind)
- SNB Enterprises Pvt. Ltd.
- Sridhar Exports
- Stain Lay India Pvt. Ltd.
- Stalwart Technik Pvt. Ltd.
- Suncity Metals & Tubes Pvt. Ltd.
- Swan Inox Pvt. Ltd.
- Swastik Industries
- Techno Plastic Industries
- TTK Prestige Ltd.
- The Shahdara Aluminium Factory
- Tulip Impex Pvt. Ltd.
- M/s Two Brothers Holding Ltd.
- Universal Houseware
- Urvashi Industries
- Umberto Ceramics International Pvt Ltd / Ariane Fine Porcelain
- Vardan Creation Pvt. Ltd.
- Veer Metals
- Venus Gift
- Venus Hotelware Pvt. Ltd.
- Vinove Kitchenwares
- Vision Exports
- Worldfa Exports Pvt. Ltd.
- Xebec Sails









Steel Market Info's Magazine distribution at Ambiente





Home + Housewares Industry Comes Together at The Inspired Home Show 2026

THE
INSPIRED
HOME
SHOW.

10-12 March 2026, Chicago



Moving business forward was a major theme at The Inspired Home Show® 2026, as home and housewares buyers and sellers from around the world gathered to discover new products, explore new trends and make invaluable connections with top decision-makers.

The International Housewares Association's (IHA) premier annual marketplace showcased over **1,000 exhibitors**, thousands of unique brands, and hundreds of thousands of products to attendees from over **100 countries** at Chicago's McCormick Place from March 10-12, 2026.

"It's no secret that geopolitical and economic uncertainties have created challenges for retailers and suppliers," said Derek Miller, IHA president & CEO. "But these uncertainties also come at a time when consumers are increasingly looking to their homes for cooking, entertaining, comfort, wellness and so much more."

"Senior leaders from both the supplier and buyer sides are telling us how invaluable it was for them to connect in-person at this year's Show and identify new partners, products, trends and ideas that will help them gain a competitive edge in the year ahead," he added.

Strong Retailer Participation

Nearly all the key retailers brought senior-level executives, DMMs, GMMs and buyers to the 2026 Show. U.S.-based buyers alone attending the Show represented more than **100,000 retail locations** and nearly **\$75 billion** in buying power. View key retailers in attendance and international buyers from market-leading retailers in attendance.

In addition to key global retailers and country-specific market leaders, the Show also attracted over 1,000 smaller independent retailers. Participating exhibitors included everyone from

industry leaders and legacy brands to emerging companies and start-up entrepreneurs.

"Buyers consistently tell us how much they appreciate the opportunity to meet with decision-makers from the biggest players in the industry, while also discovering new brands from around the world," Miller said.

Extensive Media Coverage

The Show also received a considerable amount of media attention, with live coverage produced onsite and many more post-Show stories in the works from close to 200 print, broadcast, digital and social media professionals.

Journalists in attendance representing major media outlets included: The New York Times/Wirecutter, Nexstar Media/News Nation, Yahoo, Lifehacker/CNET, BuzzFeed, Real Simple, CNN Underscored, Forbes, House Beautiful, Good Housekeeping, Better Homes & Gardens, Food

Show Review

Network Magazine, HGTV Magazine, Apartment Therapy, The Kitchn, Taste of Home, Oprah Daily, America's Test Kitchen, Wired, the Indianapolis Star, Chicago Tribune, WGN-TV, CBS2 Chicago, FOX32 Chicago and NBC5 Chicago.

Show Highlights and Special Attractions

The 2026 Show featured multiple new and returning attractions, including:

Four expos in two halls located conveniently across the Grand Concourse from each other: Clean + Contain, Dine + Décor, Wired + Well, and International Sourcing.

The Candle Pavilion—created in partnership with the National Candle Association.

The Pet Products Pavilion—created in partnership with the American Pet Products Association.

An expanded Debut incubator, highlighting emerging home and housewares companies and smaller new-to-the-Show exhibitors.

An expanded Inventors Corner,

featuring start-up entrepreneurs with fresh ideas and passion projects in the form of a single product.

Global Design Points, which offered a look into emerging trends from Brazil, Hong Kong, Indonesia and Turkey.

The Pantone ColorWatch Display, showcasing housewares to match the seven palettes in the Pantone® View Home + Interiors 2027 forecast.

The new SPLICE Licensing Hub—produced in partnership with the Society of Product Licensors Committed to Excellence to connect attendees with brands interested in licensing deals.

The New Exhibitor Gallery, featuring brands and products new to the Show. The IHA Global Innovation Awards (gia), honoring excellence in home and housewares retailing, product design and student achievement.

Four Keynotes focusing on the future of home and housewares with the latest consumer trends, growth opportunities and AI strategies.

A robust Inspiration Theater session lineup featuring analysis and how-to on a number of retail strategies, consumer

trends and business topics such as tariffs and licensing.

Inspired Women in Housewares, which provided networking and a panel discussion for leaders in the industry. Networking events for the entire industry, as well as focused events for independent retailers and young professionals.

Positive Feedback for New Show Dates

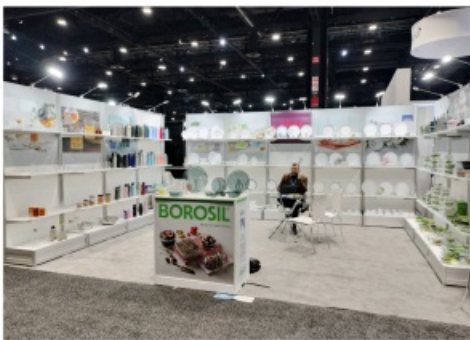
This year also marked the first year of The Inspired Home Show's new mid-week date pattern. Feedback for the new Tuesday – Thursday pattern, which was a result of industry polling, was overwhelmingly positive.

Looking Ahead to 2027

The Inspired Home Show 2027 will take place in Chicago March 9-11, 2027 and will continue on the new Tuesday – Thursday pattern. Registration for attendees is now open. The Space Application for exhibitors will open in May.



Indian Houseware Exhibitor at Chicago Fair



37th international specialized exhibition



HOUSEHOLD EXPO

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2026**

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Stainless Steel in Art



Jindal stainless commissions Indonesian SMS facility commits additional investment of INR 900 crore to augment downstream capacities

- Commissions Indonesian SMS facility, adding 1.2 MTPA capacity
- Commits additional INR 900 crore investment towards augmenting cold rolled capacities in India
- Targets 3.5 MTPA sales volume by FY29, clocking a double-digit CAGR

Less than two years after announcing a 40% expansion in its melting capacity, India's leading stainless steel manufacturer, Jindal Stainless has commissioned the 1.2 million tonnes per annum (MTPA) stainless steel melt shop (SMS) in Indonesia, developed through the company's joint venture, ahead of schedule. The company's total melting capacity will hence be ramped up to 4.2 MTPA, including 3 MTPA in India.

Complementing this increase in the melting facility, the company is also gearing up to commission a new 1.1 MTPA Hot Rolled Annealed Pickled (HRAP) line, and a 0.17 MTPA Cold Rolled Annealed Pickled (CRAP) line, in Jajpur, Odisha, by Q4FY27 and Q2FY27 respectively. This development is part of the earlier announced outlay of INR 1,900 crore.

To further strengthen its cold rolling capacities, the company has earmarked a fresh investment of INR 900 crore at Hisar and Kharagpur which are expected to be commissioned by Q2FY28.

These new and expanded downstream facilities will enable the production of thinner cold rolled products tailored for high-growth industries. Following these expansion projects, the company will be able to increase its Cold Rolled Annealed Pickled (CRAP) capacity from 2.05 MTPA in FY26 to 2.67 MTPA by FY28, an increase of 0.62 MTPA. Once all downstream expansion projects are commissioned, the total CRAP capacity will account for 64% of the total melt capacity. With this concurrent enhancement in melting and downstream capacities, the company is targeting to achieve a sales volume of ~3.5 MTPA by FY29, delivering double-

digit CAGR over the next three years.

Commenting on this milestone, Managing Director, Jindal Stainless, Mr Abhyuday Jindal, said, "The commissioning of the Indonesia facility ahead of schedule, alongside a significant push in downstream capabilities, reflects our commitment to raw material security and integrated approach to growth. While expanding our production footprint, we are equally focused on enhancing value addition through a stronger portfolio of thinner cold-rolled products. Collectively, these efforts will enable us to better serve evolving market needs and reinforce our position on the global stainless steel map."

Commenting on this development, CEO, Jindal Stainless, Mr Tarun Khulbe, said, "Expansion in melt capacity and corresponding strengthening of downstream facilities speaks volumes about our commitment to fuel the Indian growth story. Our capacity and production enhancements are in line with the robust domestic potential of our country. With the activation of new capacities, we will unlock the next phase of growth for Jindal Stainless, strengthening our vision to build world-class capabilities in stainless steel."

Jindal Stainless remains focused on building a future-ready, value-driven stainless steel portfolio aligned with evolving market needs. By strengthening both its capacity and capabilities, the company is well-positioned to support India's growth and self-reliance.

Source: www.jindalstainless.com



Jindal stainless recognised for significant achievement in HR excellence at the 16th CII national HR excellence award confluence 2025-26

Jindal Stainless, India's leading stainless steel manufacturer, has received the coveted 'Significant Achievement in HR Excellence' award at the 16th National HR Excellence Award Confluence 2025-26. This achievement reflects the company's continuous efforts to strengthen people-centric systems and align its HR practices with the organisation's long-term growth strategy. The award was conferred at the award ceremony, organised by the Confederation of Indian Industry (CII), in Mumbai on March 11.

The award was received by Mr. Sushil Baveja, CHRO, Jindal Stainless, Mr. Rajeev Ranjan, Vice President, HR, Mr. Anand Pachouri, Head Learning & Development, and Ms. Vedika Arya, Associate Manager and HRBP, Jindal Stainless, and presented by Mr. Sanjay Behl, Chairman, CII National Committee on Leadership and HR and Chief Operating Officer

and Jt. President, Adani Cement.

Commenting on the recognition, Managing Director, Jindal Stainless, Mr Abhyuday Jindal said, "At Jindal Stainless, it is our people who cultivate and sustain excellence.

This recognition from CII acknowledges our sustained focus on strengthening people practices and fostering a workplace where individuals can grow and innovate. It further invigorates us to continue advancing these efforts, enabling our people to succeed alongside the organisation."

Source: www.jindalstainless.com



From 2,000 units a month to 2 lakh units a day: Induction cooktops fly off shelves amid gas shortage

India is experiencing an unprecedented rise in the popularity of induction cooktops. This surge in sales comes as a response to the LPG gas shortages caused by ongoing conflicts in West Asia. Traders across the Delhi NCR region are ramping up their production efforts to satisfy this soaring demand.



The demand for induction cooktops has surged sharply across India, with sales jumping from around 1,000-2,000 units a month to nearly 1-2 lakh units a day with the LPG gas shortage amid the West Asia conflict. Traders in Delhi NCR are ramping up production and coordinating with manufacturers to maintain supply and prevent market shortages. Speaking to ANI, Sanjay Nagpal, President of the Central Radio and Electronic Merchant Association, stated that Delhi NCR is a major hub for the manufacture and trade of induction cooktops, supplying products across the country.

"Following the sudden surge in demand, a meeting was held with manufacturers, and it was decided to increase production. Factories are planning to run overtime so that production can be increased and supplies can reach different parts of the country on time." He added that the association is also trying to ensure balanced distribution so that induction cooktops remain available across markets and there is no panic among consumers. Rakesh Arora, General Secretary of the association, also stated that the current situation has triggered massive demand from across the country. "Traders are working with a sense of service rather than focusing on profit at this time. No black marketing or overpricing will be allowed in the market. If the cost of raw materials increases slightly, only a minimal price adjustment will be passed on to customers". He added that the association's vigilance team is keeping an eye on the market to prevent any irregularities.

Raunak Bhasin, from Lajpat Rai Market, said, "Earlier, we sold around 1,000 cooktops mainly during festival seasons. The current demand is overwhelming, and shops are struggling to keep up." To curb black

marketing, customers are being sold only limited quantities. "Many buyers want larger orders, but the stock is insufficient. It is still unclear when the market will fully meet the rising demand," he added. The shortage of LPG has emerged amid global energy supply disruptions triggered by the ongoing conflict in West Asia. In response, the Union government has invoked the Essential Commodities Act to prioritise domestic LPG supply, reserving higher allocations for households, hospitals, and essential services while restricting commercial distribution in several regions.

The Union Petroleum Ministry on Saturday stated that while there is no immediate shortage of LPG, the supply situation remains a matter of concern due to the prevailing geopolitical situation. Addressing an inter-ministerial briefing on developments in West Asia, Joint Secretary (Marketing & Oil Refinery) at the Ministry, Sujata Sharma, said, "Regarding LPG supply, I would like to say that it is still a matter of concern for us in view of the prevailing geopolitical situation. However, no dry-out has been reported." The official also raised concerns about a sharp rise in LPG bookings, which she described as panic-driven. "Panic booking is still happening on a very large scale. Yesterday, we informed you that the number of bookings was around 7.5-7.6 million, and now that number has increased to almost 8.8 million. So this is nothing but panic booking," Sharma said. Appealing to the public to avoid unnecessary bookings, she added, "I would like to appeal to the citizens of the country to avoid panic booking and to make bookings only when there is an actual need. This will be good for everyone."

Source: <https://retail.economicstimes.indiatimes.com>

Energy crisis could hit Asian steelmakers most

Steelmakers in Asia could be among the worst affected by the Middle East conflict as a growing energy crisis threatens to stall steel demand and economic growth. Asian producers paused their overseas offers in early March, following the joint US-Israeli offensive and Iran's retaliation, with most yet to return to the market. Some East Asian steel shipments have been diverted to ports in India after rising oil prices triggered increased shipping costs and lengthy

diversions. As in 2025's Red Sea shipping crisis, vessels destined for Europe have been diverted away from the Middle East conflict zone with many talking an alternative route via South Africa's Cape of Good Hope. This adds 3,500-4,000 miles, 10 to 14 days of travel time and significant costs.

Read More:- <https://mepsinternational.com/gb/en/news/energy-crisis-could-hit-asian-steelmakers-most>

ArcelorMittal lays foundation for 8.2 MTPA steel plant

ArcelorMittal Nippon Steel India has laid foundation for its new 8.2 Million Tonnes Per Annum (capacity as per Environment Clearance) integrated steel plant at Rajayyapeta in Anakapalli district, Andhra Pradesh. The project entails an estimated investment of over ₹70,000 crore, which will be infused in a phased manner.

For ArcelorMittal Nippon Steel India, the plan was always to harness its industry leading capabilities to support India's goal to enhance domestic crude steelmaking capacity to 300 MTPA by 2030 – 31, in alignment with the National Steel Policy.

The steel manufacturing operations of the new plant at

Rajayyapeta are planned to commence by Q1 of 2029. The plant will produce a diverse range of steel grades, including high-quality, value-added products that will enhance India's self-reliance, reduce imports, and strengthen its manufacturing base in line with Viksit Bharat 2047.

The plant will be built to a robust Environmental Management Plan designed to minimise environmental impact, conserve resources, and enhance biodiversity across the project site, and will show how modern steelmaking can accelerate India's path to decarbonisation and energy transition while supporting long-term industrial growth.

Source: stainless-steel-world.net

Venus Pipes secures stainless steel piping contract

Venus Pipes has contributed to India's first semiconductor assembly and test facility with its stainless steel piping solutions used within its AHU and HVAC systems.

In semiconductor manufacturing environments, HVAC infrastructure is critical to maintaining cleanroom stability, controlled airflow, and precisely controlled environmental conditions. The reliability of this system depends heavily on the integrity of the piping network that supports it.

It had the opportunity to develop piping solutions that are an integral part of the facility's environmental control infrastructure. Projects of this size demand consistency, precision, and consistent quality, which it was pleased to uphold. Being a part of such a historic semiconductor project demonstrates its commitment to supporting India's advanced industrial growth with solid infrastructure solutions.

Source: stainless-steel-world.net

EU stainless steel prices extend rally in March on cost pressure and tightening supply, not demand

European stainless steel flat product prices continued to increase in March, driven by higher raw material costs, local supply issues and declining imports, while underlying demand remains flat.

Source: stainless-steel-world.net



India launches second AD sunset review on China's seamless steel pipes & hollow profiles

India's Ministry of Commerce and Industry initiated a second anti-dumping (AD) sunset review on March 20, 2026, targeting seamless tubes and hollow profiles of iron, alloy, or non-alloy steel originating in China. The products involved are under tariff heading 7304, excluding cast iron and stainless steel.

The investigation was launched based on applications from Jindal Saw Limited, Kirloskar Ferrous Industries Limited, and Maharashtra Seamless Limited.

The dumping investigation period covers October 1, 2024, to September 30, 2025, with injury assessment covering the period 2022-23, 2023-24, 2024-25, and the period of investigation. Interested parties have 30 days from the initiation date to submit data through the designated online portal.

Existing AD duties, extended after a sunset review in February 2021, remain in force until October 27, 2026.

Source: www.yieh.com



Premiumisation, convenience lift cookware demand; Stahl Kitchens outlines ₹1,000 crore plan

Indian consumers prioritize convenience and quick delivery, influencing domestic consumption trends. Premium products are gaining traction, with consum investing more in kitchen solutions. Stahl Kitchens is expanding its offline presence and focusing on specialized products. The company plans significant revenue growth and a future fundraise to support its expansion strategies.

Convenience-led consumption, premiumisation and quick commerce are reshaping India's cookware market, with Stahl Kitchens targeting ₹1,000 crore in revenue over the next four years as it expands retail presence, distribution and exclusive brand outlets, CEO Dhruv Agarwal told ETRetail.

Agarwal said Indian consumers are increasingly prioritising convenience and better cooking experience over purely health-focused products, a trend visible across kitchen and cookware categories. He added that while consumers are experimenting with health-oriented products, they eventually return to products that offer convenience and functionality.

He also pointed out that quick commerce is reshaping consumer expectations, with Indian shoppers increasingly unwilling to wait even a few days for products. Stahl Kitchens is present on quick commerce platforms such as Swiggy Instamart and Blinkit, where the company is seeing early traction. Quick commerce currently contributes around 1 per cent of the company's business but is expected to grow to 10-12 per cent over time.

Offline retail remains core channel

Despite rapid ecommerce growth, offline retail continues to remain the largest channel for the company, as cookware remains a touch-and-feel category for many consumers.

Currently, about 73-74 per cent of the company's business comes from general trade, around 17 per cent from ecommerce marketplaces, 3 per cent from its own website, and 4-5 per cent from exports. In the long term, the company expects its channel mix to stabilise at around 75 per cent offline and 25 per cent online, including ecommerce and quick commerce. The brand is present in more than 5,000 retail stores across India and is planning to open its first exclusive brand outlets (EBOs) over the next two to three years across at least 10 cities as it expands its offline presence and strengthens brand visibility.

Premiumisation and specialised products driving demand

Agarwal said premiumisation is a strong trend in the cookware category, particularly across online marketplaces, where average order values are rising and premium products are growing faster than the overall category. He added that the company is increasingly focusing on hyper-specialised products tailored to specific cooking needs and regional preferences, which are seeing higher adoption compared to generic cookware products. According to him, one of the biggest opportunities in India lies in solving uniquely Indian cooking problems rather than offering only globalstandard products.

Growth and fundraise plans

Stahl Kitchens reported revenue of around ₹95 crore last fiscal and expects to close the current year at around ₹140 crore, with a target of ₹250 crore next year. The company is targeting ₹1,000 crore revenue over the next four years. The company, which has been bootstrapped and profitable so far, is also planning a fundraise to support brand building and retail expansion, including exclusive stores, distribution expansion and manufacturing capacity. Agarwal said the cookware category in India is growing at around 17 per cent annually, and brands that combine design, functionality, premium positioning and strong distribution are likely to benefit the most from rising domestic consumption and changing kitchen habits.

Source: <https://retail.economictimes.indiatimes.com>

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I, R. L. Choudhary, hereby declare that particulars given above are true to the best of my knowledge and belief.

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R. L. Choudhary
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Dated 1st March 2026


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- MANGAL METAL INDUSTRIES, CHENNAI
- MANGLESH INDUSTRIES, AHMEDABAD
- MANIDHARI METALS, JODHPUR
- MANIK METAL STORES, RAIPUR, CHHATTISGARH
- MANISH STEEL UDYOG, SIROHI (RAJ.)
- MANOHR STEEL, VIRAR (E) THANE
- MARK EXPORTS, RAJKOT
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- MARUTI UTEMET (P) LTD., AHMEDABAD
- MARVEL ENTERPRISE, MUMBAI
- MARVEL INDUSTRIES, AHMEDABAD
- MASTIN, MUMBAI
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 Year of Established : Year
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 Workers Team : 15

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 Product Line: Tableware, Kitchenware, Cookware etc.
 Brand Name : YOUR BRAND NAME
 Business Award: For Example (Udhyog Ratna Award 2005)
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 November 4 - 6, 2026 | Nashville, TN, USA | The Westin Nashville
SMR events
WSD WORLD STEEL DYNAMICS

STEE Technology
Tube India 2026
 30 NOVEMBER - 2 DECEMBER, 2026
 Bombay Exhibition Centre (BEC), Mumbai, India
wire
 www.steel-technology.com

Tube Dusseldorf 2026
 13 April-17 April, 2026
 Messe Dusseldorf, Germany
PLASTICS Technology
 www.plastics-technology.com

KCI
STEE Technology
STAINLESS STEEL WORLD ASIA 2026
 Conference & Expo
 14 October - 15 October, 2026
 Singapore Expo, Singapore
 www.steel-technology.com

KCI
STEE Technology
Green Steel World
Green Steel World Conference 2026
 23 September-24 September, 2026
 Van der Valk Airport Hotel Dusseldorf, Germany
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Indian Houseware Show
 4-5-6 JULY 2026
 Chennai Trade Center CHENNAI INDIA
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 www.indianhousewareshow.com
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13-26 April 2026
TUBE 2026 Düsseldorf
 www.tube-tradefair.com

23-27 April 2026
CHINA IMPORT AND EXPORT FAIR (PHASE 2) (Canton Fair Complex), Guangzhou, China
 cief.cantonfair.org.cn

27-30 April 2026
Home InStyle - HONG KONG
 HK Convention and Exhibition Center, Hong Kong
 hktdc.com/event/homeinstyle/en

30 April -11 May 2026
FOIRE DE PARIS
 www.foiredeparis.fr/fr-FR

1-4 MAY 2026
GRAND DESIGNS LIVE - UK
 www.granddesignslive.com

26-28 June 2026
SHANGHAI INTERNATIONAL GIFTS & HOME PRODUCTS EXPO
 www.cghe-expo.com

12-15 May 2026
INTERZOO - Nuremberg, Germany
 PET SHOW
 www.interzoo.com

8 - 10 May 2026
CHINA (GUANGZHOU) INTERNATIONAL EXHIBITION FOR STEEL CONSTRUCTION & BUILDING MATERIALS - CHINA
 www.steelbuildexpo.com

08 - 10 May 2026
BETTER HOME & LIVING SHOW - NEW ZEALAND
 WELLINGTON, NZ
 www.homeandgardenshow.co.nz

22-31 May 2026
FOIRE INTERNATIONALE DE BORDEAUX - FRANCE
 www.foiredebordeaux.com

22 - 24 June 2026
CENTRAL ASIA HOUSEWARE - Kazakhstan
 www.houseware.kz

20-21 May 2026
TRAFFEX 2026
 London
 www.traffex.com

11 June 2026
BSSA CONFERENCE & DINNER 2026
 The Grand Hotel Colmore Row Birmingham
 www.bssa.org.uk/event/

22 - 25 May 2026
IDEAL HOME SHOW SCOTLAND
 Glasgow, United Kingdom
 idealhomeshowscotland.co.uk

26-28 May 2026
STEEL STRUCTURES 2026
 Expocentre, Moscow
 https://mc-expo.ru/en

14-15 June 2026
WINTER GIFT & HOMEWARE FAIR
 Christchurch, New Zealand
 www.giftfairs.co.nz

2 - 4 June 2026
FERROALLOYS EUROPE
 conferences@crugroup.com • www.crugroup.com

10 - 12 June 2026
THE HOTEL & HOSPITALITY SHOW - SOUTH AFRICA
 www.thehotelshowafrica.com

9-10 June 2026
EXCLUSIVELY HOUSEWARES - UK
 www.exclusivelyshows.co.uk

10-12 June 2026
HOTEL & HOSPITALITY EXPO AFRICA
 www.saitafrica.com

10-12 June 2026
INTERIOR LIFESTYLE TOKYO-TOKYO
 www.interior-lifestyle.com

25-27 June 2026
THE 18TH CHINA(CHENGDU) GIFTS & HOUSEWARE FAIR 2025
 www.jun.rhuabo.com.cn

23 - 24 Sept 2026
GREEN STEEL World - GERMANY
 greensteelworld.com

24 - 26 July 2026
GIFTEX WORLD-TOKYO & TABLEWARE KITCHENWARE EXPO
 www.lifestyle-expo.jp/en-gb.html

22-23 June 2026
VALVE WORLD ASIA EXPO & CONFERENCE
 valve-world-asia-event.com

3-5 July 2026
MARLBOROUGH HOME & GARDEN SHOW
 www.homeandgardenshow.co.nz

22-25 June 2026
LATIN AMERICAN HOUSEWARES INTERNATIONAL
 Brazil
 latinamericanhousewares.com

4-6 July 2026
INDIAN HOUSEWARE SHOW 2026 - CHENNAI
 Chennai Trade Center
 event@steelmarketinfo.com
 www.indianhousewareshow.com

15-17 July 2026
MEGA SHOW BANGKOK
 www.megashowbangkok.com

28-30 July 2026
THE INDONESIA INTERNATIONAL WELDING EQUIPMENT, CUTTING, MATERIAL AND SERVICES EXHIBITION
 www.inawelding-exhibition.net

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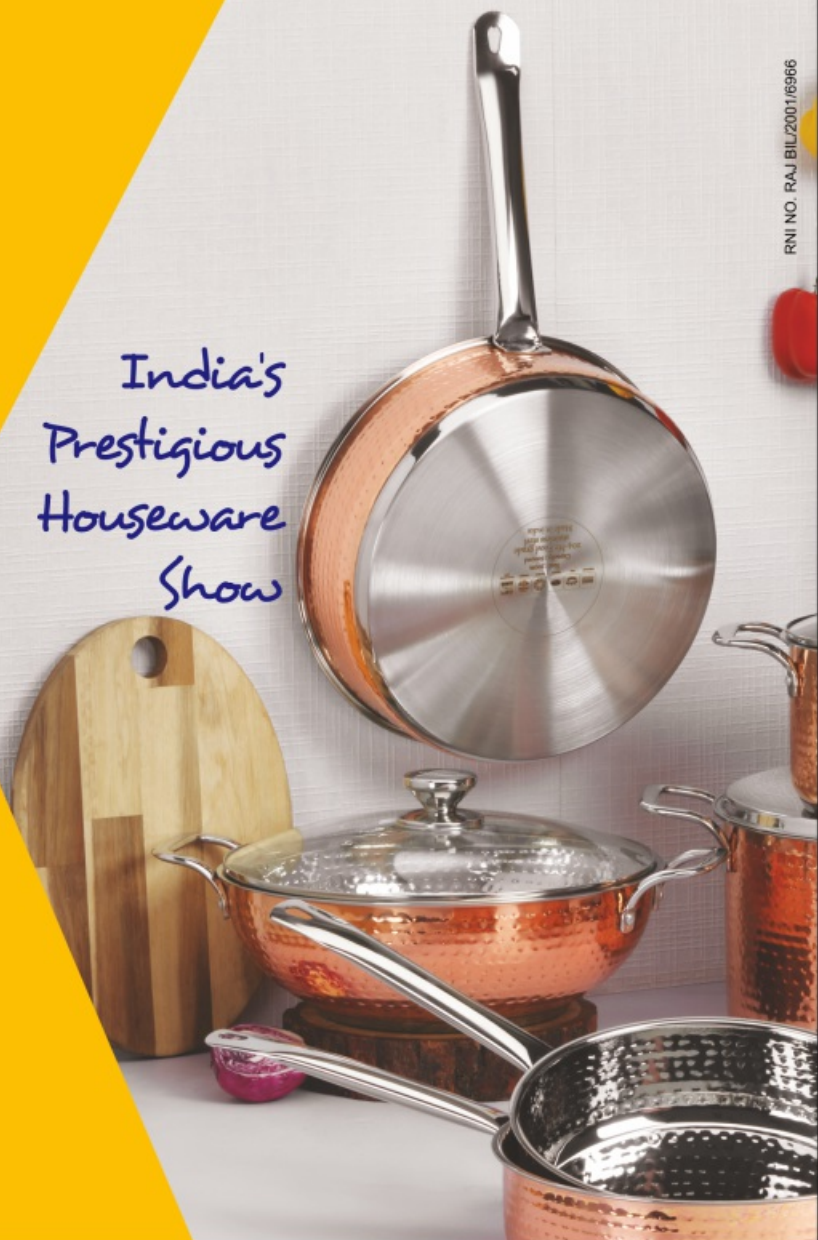


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