



VIRAJ PROFILES PRIVATE LIMITED  
Building A Sustainable Stainless World

# Making a Mark at Wire & Tube 2024



DÜSSELDORF



Viraj's Stainless World Unveiled

## From the CMD's Desk

The testament to an organization's success is measured in two folds - one on how it has surpassed its previous achievements to stand tall around market counterparts and competition, and the other is its intent to contribute to the community where it thrives. I am filled with immense pride as I share about two momentous events that solidify Viraj Profiles' position as a successful and responsible organization.

Our recent participation at **Wire & Tube 2024** in Düsseldorf was a resounding success. We showcased our exceptional product portfolio and unwavering commitment to quality, leaving a lasting impression on industry leaders, business counterparts and potential partners. The event was a platform to showcase our growth and an opportunity to strengthen our position as a prominent player in the stainless steel product industry.

While Viraj Profiles stands as a prominent name in the global stainless steel long products market, I believe that it is our humble beginnings and the consideration of the organization towards social responsibility that empowers our spirit to achieve and do more.

A recent recognition bestowed upon me for Excellence in Philanthropy and Social Responsibility at the **India Philanthropy Awards 2024** by **Hurun India** highlights our efforts to transcend the boundaries of business as well as social welfare. This honour reflects our commitment to contribute and make a positive impact on society with a deeper sense of purpose.

As a responsible corporate citizen, I believe that our success is not solely about financial milestones; it is also measured by the genuineness of our efforts to make a difference, whether through sustainable practices, education initiatives, or community welfare programs.

These achievements state our collective effort, innovation, and dedication as Team Viraj. Thank you for your tireless commitment to excellence. As we move forward, let us draw inspiration from these successes and continue to propel Viraj Profiles to even greater heights.



**Neeraj Raja Kochhar**

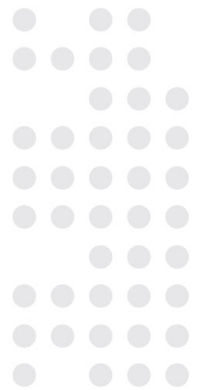
CMD, Viraj Profiles Pvt. Ltd.

## Viraj Profiles Shines in Düsseldorf at Wire & Tube 2024

The global stainless-steel industry converged at the Düsseldorf Exhibition Centre from **April 15<sup>th</sup> to 19<sup>th</sup>, 2024**, for the highly anticipated **Wire & Tube 2024 trade fair**. This prestigious event, renowned as the premier gathering for the wire and cable industries, provided an unparalleled platform for industry leaders to showcase their expertise, forge new partnerships, and drive innovation forward.

Amidst this global spectacle, Team Viraj left an indelible mark, solidifying our position as a formidable force in the stainless-steel arena. Under the visionary guidance of our esteemed Chairman & Managing Director, **Neeraj Kochhar**, Deputy Managing Director, **Rakesh Chauhan**, and President of Sales & Marketing, IT, and HR, **Siddhartha Modi**, our team's relentless dedication and commitment to excellence glimmered through.

# DÜSSELDORF EXHIBITION

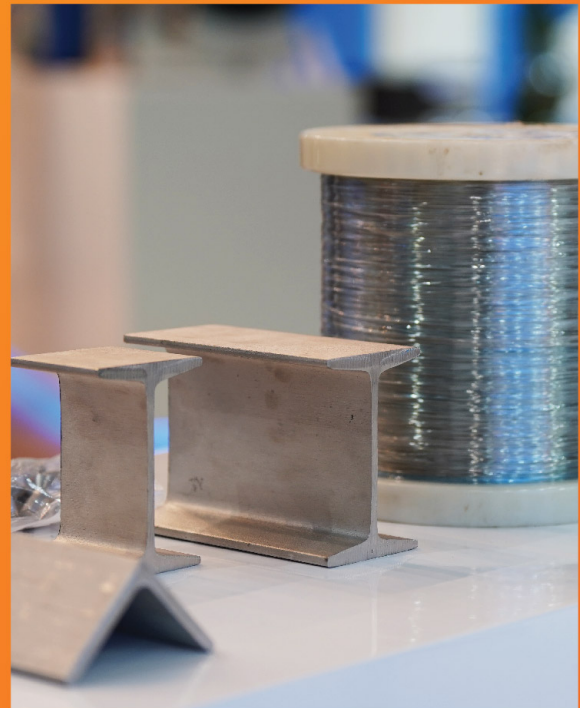


## Showcasing Innovation and Expertise

At **Wire & Tube 2024**, Viraj Profiles proudly showcased its extensive product portfolio, encompassing long stainless-steel goods, flanges, and premium stainless-steel wires.

This comprehensive display served as a testament to our commitment to quality and innovation. Global attendees witnessed firsthand the products that earned Viraj Profiles its reputation as an industry leader.

Our exhibition stand buzzed with activity, drawing the attention of industry professionals from around the world. The visually striking displays and interactive presentations highlighted the technological advancements and superior craftsmanship that define our products. Our stainless steel long products, known for their durability and versatility, and celebrated for their strength and precision, all stood as beacons of our unwavering quality standards.



## Fostering Collaborations for Future Growth

Beyond product displays, our team actively engaged in forging new partnerships. We connected with industry peers who share our vision for the future, laying the groundwork for exciting joint ventures and knowledge-sharing initiatives. These interactions have opened doors to explore innovative solutions that will drive our industry forward and propel Viraj Profiles' growth to new heights.

The meetings and discussions held at Wire 2024 were not just routine business engagements but pivotal moments that set the stage for future collaborations. By sharing insights and exploring synergies, we identified numerous opportunities to leverage each other's strengths. These potential partnerships promise to accelerate our innovation efforts, enhance our product offerings, and expand our market reach.



## Celebrating Success and Camaraderie

To commemorate our successful participation at Wire & Tube 2024, Viraj Profiles hosted a grand cocktail evening **'The Dance of Life' at Dusseldorf**. The event featured elegant music and a warm atmosphere, fostering meaningful networking and celebrating the fellowship that defines our team. Meticulously organized by Team Viraj, the evening provided a platform for us to connect with friends, colleagues, and esteemed business associates from around the world.

The celebration was more than just a social gathering; it was a testament to the camaraderie and team spirit that underpin our success. The event allowed us to reflect on our achievements, share our experiences, and build stronger bonds with our international partners. The warm exchanges and shared moments of joy underscored the collaborative ethos that drives Viraj Profiles forward.



## A Resounding Success on the International Stage

Viraj Profiles' participation in **Wire & Tube 2024** marked our presence as a major player in stainless steel long products on the global stage. By showcasing our innovative products, fostering collaborations, and celebrating our achievements, we have demonstrated our persistent commitment to excellence and our ability to adapt to the ever-evolving demands of the market.

As we reflect on our successes at Wire & Tube 2024, we are filled with a profound sense of pride and renewed determination to continue delivering innovative solutions that exceed our customers' expectations. The connections forged, the knowledge gained, and the successes celebrated will serve as a springboard for our future endeavors, propelling us towards new horizons of excellence.



## Looking Ahead

We extend our heartfelt gratitude to every member of Team Viraj, whose tireless efforts and determined commitment made our participation at **Wire & Tube 2024** an echoing success. Your dedication to upholding our values of quality, innovation, and customer satisfaction has once again proven to be our greatest strength.

As we look ahead, Viraj Profiles remains steadfast in its commitment to building upon this momentum, leveraging the insights and partnerships forged at **Wire & Tube 2024**. We are set to drive our growth and solidify our position as a trusted global leader in the stainless-steel industry. Together, we will continue to reach new heights, setting benchmarks for excellence and delivering exceptional value to our valued customers worldwide.

Events like **Wire & Tube 2024** are experiences that turn into milestones which are insightful and inspire us to achieve greater heights by evolving ourselves with the strength of knowledge, innovation and our people.



## In the Spotlight: Viraj Profiles Featured in Wire & Cable India

Viraj Profiles is thrilled to announce that we have recently featured in the March 2024 edition of "**Wire & Cable India**" magazine. The article highlighted our ongoing efforts to become a single source for all your stainless steel long product needs.

Viraj Profiles has a long-standing reputation as a leading manufacturer of high-quality stainless steel products. We offer a comprehensive range, including wires, wire rods, fasteners, bright bars, profiles, welding wires, and flanges. This extensive variety caters to the diverse demands of various industries, making Viraj Profiles a trusted partner for our clients across the globe.

Our commitment extends beyond borders. With a staggering export rate of over 90% to more than **95 countries**, Viraj's global presence is undeniable. We cater to around **1,300 customers** worldwide, offering a diverse portfolio of over **50,000 SKUs** in various grades and specifications. This extensive range underscores our dedication to meeting the unique needs of each customer, regardless of the challenge.

Our dedication to innovation and a growing product portfolio further strengthens our position as we continue to invest in research, new product development and improvising to meet evolving market demands. This commitment ensures we can provide our clients with the latest advancements in stainless steel technology.

By offering a vast selection, exceptional quality, and a commitment to innovation, Viraj Profiles is well on its way to becoming your one-stop shop for stainless steel long products. We remain dedicated to exceeding your expectations and providing unparalleled service.





# WIRE & CABLE





# Here's a Glimpse at the Magazine Feature

STEEL

## Viraj Profiles Aims at Becoming One-Stop Shop for Stainless Steel Long Products



Mr. Neeraj Raja Kochhar, Chairman & Managing Director of Viraj Profiles Private Limited

**L** eading manufacturers and exporters of stainless steel long products, Viraj Profiles Private Limited, having a melting capacity of 636000 tonnes per annum and turnover of USD 1.5 billion per annum, wants to become the one-stop shop for stainless steel long products. This was revealed by Mr. Neeraj Raja Kochhar, Chairman & Managing Director of Viraj Profiles Private Limited, during his interaction with the Wire & Cable India magazine.

and sectors like construction, automobile, manufacturing and engineering is a primary reason for this visible growth. Certain reports indicate that the Global Steel Wire market is expected to grow at a CAGR of 4.7 percent till 2030. Asia PAC can be considered a major contributor to the number with growing markets like India undergoing rapid infrastructure development, industry expansion and urbanization.

The Indian government is playing a supportive role in the sector of secondary and green steel, which adds to the growth of the stainless steel wire industry as a crucial subsector. In 2019, the Government of India's Steel Scrap Recycling Policy gave a boost to manufacturers like Viraj Profiles, who recycle and reuse stainless steel scrap to produce high quality products. With programs like Make in India, Aatmanirbhar Bharat and implementing policies and schemes like the PLI (Production-Linked Incentive) to encourage production, the Indian steel wire industry witnesses an upward graph.

**WCI:** What are the major ongoing challenges in the Indian steel wire industry?

**NRK:** Even after a positive recovery post pandemic and the demand for stainless steel wires seeing a bullish trend, the sector faces its set of challenges. The operational efficiency and growth of the sector faces hiccups that are both internal and external. The lack of research and development infrastructure, modern machinery, skilled labor and still developing transpor-

**Wire & Cable India:** Please share your views on the Indian vis-a-vis the global steel wire industry. What is the role of the Indian government in the growth of this sector?

**Neeraj Raja Kochhar:** The global steel wire industry has experienced robust growth in recent years, and the trend continues post-pandemic too. The significant increase in application of stainless steel wires across various industries

# Here's a Glimpse at the Magazine Feature

## STEEL



tation sector are some of the basic challenges that directly affect the quality, productivity and cost effectiveness.

On the global front, the major challenge lies in cheap imports from China, Taiwan, and South Korea (specific to the wire industry). If we focus on the current scenario, the Suez Canal slowdown, the Russia Ukraine war have caused a major hindrance in the import of raw materials and dispatch of final products to international locations, especially to export-oriented units.

While businesses are better prepared, the increase in shipping costs makes it difficult to keep the costs of stainless steel wires competitive in the market. The stainless steel wire industry has seen robust growth as the demand for light, corrosion resistant and durable products, especially in the infrastructure is on rise. But like every cyclic growth, the transition also comes to a slowdown due to surplus production.

**WCI:** *How can these challenges of the industry be addressed? How is your company contributing towards this transition?*

**NRK:** In the current scenario, the graphs indicate positive trends, the challenges are real too. The need of the hour for the industry is to be better prepared for disruptions, even if the challenge is short term and can improve with the change in the global socio-political situation.

In situations like surplus stock is a challenge or the focus must be on relieving businesses from undue pressure on operational margins. Our forte at Viraj Profiles lies in expanding globally with our export-oriented approach. This powers us with the expertise to explore new markets with ready stock for delivery.

In case of geo-political situations like the one going on in the Eurasia region, we consistently try to keep a balance between inventory and consumer demand. Something as simple as stocking raw material at least 90 days in advance to manage potential supply disruption without resorting to immediate price hike as a corrective measure.

**WCI:** *Could you please take us through the business*

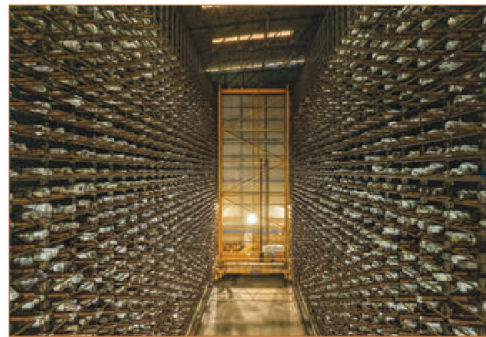
*journey, milestones and achievements of your company?*

**NRK:** Three decades of Viraj Profiles has been an interesting journey with its own set of challenges and accolades. Nurturing our vision from a small smelting shop in the early 90s to bringing Boisar on the world map, I feel proud to say that Viraj is a brand that we Make in India for the World. While wire rods and wires are a strategic business unit of Viraj Profiles, we are not limited to it. After setting roots in 1992 with a smelting shop; in 1995 we exported our first batch of bright bars and flanges. In 2000, we commenced operations of our profiles manufacturing division which was immediately followed by the Wire Mill in 2001, equipped with high-end automation facilities manufacturing products of globally approved quality standards.

**WCI:** *Brief us about your specialized products and the sectors where your products find application. Please give details about your market footprint also.*

**NRK:** Viraj Profiles Private Limited is a USD 1.5 billion company based in the industrial town of Boisar in Maharashtra. In just three decades, it has made its standing as a leading manufacturer of stainless steel long products across the world. The company specializes in making stainless steel long products like wire rods, wires, welding wires, flanges, fasteners, bright bars and profiles in various grades and sizes. We produce more than 50,000 SKUs in various grades like austenitic, ferritic, martensitic, duplex and electrode with various specifications.

Our products find application in automobile industries, food processing industries, boilers, pressure vessels, shipbuilding, oil pipelines, petrochemical facilities,



construction projects, pharmaceutical, defence and marine industries, among many other means of utilization. Today, we are one of the largest exporters of stainless steel long products in India, exporting nearly 90 percent of our production. The company enjoys a robust global footprint, spread in 96 countries across six continents, serving around 1300 customers worldwide.

**Visit Stand: Hall 11 / G41 at Wire Dusseldorf**

## Viraj Profiles CMD Neeraj Kochhar Honored at India Philanthropy Awards 2024

Viraj Profiles is honoured to announce that our Chairman and Managing Director, **Mr. Neeraj Raja Kochhar**, has been recognized for his outstanding commitment to philanthropy. Mr. Kochhar was recently awarded the prestigious Hurun India's Most Respected Philanthropists Award 2024 at the India Philanthropy Awards ceremony held on May 9, 2024.

**Mr. Gagan Kochhar**, Vice President (Purchase), graciously accepted the award on Mr. Kochhar's behalf. This esteemed accolade is a testament to our CMD's unwavering dedication to social responsibility. Under his visionary leadership, Viraj Profiles is continuously transcending business boundaries in an effort to contribute for the betterment of the community at large.

Reflecting on this honour, Mr. Kochhar expressed gratitude to Hurun and reaffirmed his, and Viraj Profiles commitment to driving positive change beyond corporate endeavours. He believes business leaders have a profound responsibility to contribute to societal well-being.

Mr. Kochhar's commitment extends to supporting noble causes like educational initiatives, health improvement programs, infrastructure development projects, and women empowerment programs. His dedication inspires others to join him in making a positive impact.

Inspired by Mr. Kochhar's leadership, Viraj Profiles remains steadfast in its dedication to social impact initiatives. This award underscores the company's commitment to being not only a leading manufacturer of stainless steel products but also a responsible corporate citizen.





# 2024 HURUN AWARDS



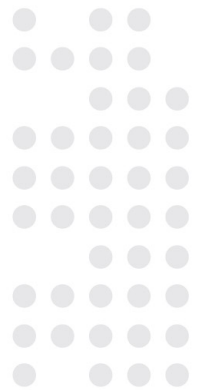
## Managing Risks with the Dynamic Interest Rate Environment: A Panel Discussion

Viraj Profiles is delighted to announce that **Mr. Rakesh Ranjan**, Vice President and Head of Forex & Treasury, was invited to the prestigious **8<sup>th</sup> Annual Treasury Management India Summit & Awards 2024**. This summit, which took place recently, brought together a distinguished panel to discuss the difficulties of managing risks in the current dynamic interest rate environment and to examine new developments in the industry.

As an esteemed speaker on the panel, **Mr. Ranjan** shared invaluable insights garnered from his extensive experience in the treasury domain. Industry professionals found the workshop to be a valuable forum for exchanging concepts, tactics, and best practices related to treasury management.

During the conversation, other panellists shared creative approaches and solutions that added to the overall understanding of modern treasury management procedures. The contributions made by **Mr. Ranjan** were crucial in promoting a positive environment and providing participants with practical knowledge to successfully navigate through the challenges of treasury management.

A felicitation ceremony was held at the summit's conclusion to recognize the contributions of Mr. Ranjan and the other distinguished panellists. Viraj Profiles would like to congratulate **Mr. Rakesh Ranjan** for his excellent participation and achievements in treasury management.



## Empowering Growth “सतह से शिखर तक”

At Viraj, we believe in continuously investing in the growth and development of our most valuable asset-our people. With this ethos in mind, we recently launched the groundbreaking “सतह से शिखर तक” (From Surface to Summit) learning series, an initiative spearheaded by our Learning & Development team under the able guidance of **Mr. Amar Pathak**.

Conceptualised in line with the vision of our honourable Chairman & Managing Director, **Mr. Neeraj Kochhar**, this comprehensive program aims to empower our associates across all Viraj plants and offices with essential skills for personal and professional excellence. Through focused modules on workplace etiquette, teamwork, diversity appreciation, conflict resolution, and team success celebration, we are fostering an environment conducive to greater cohesion, respect, and productivity.

The workplace etiquette module forms the foundation of this program, emphasizing the importance of respectful conduct towards colleagues and superiors. By instilling values of politeness, consideration, and professionalism in everyday interactions, we are cultivating a harmonious work culture that elevates morale and boosts productivity. This module equips our associates with the necessary skills to navigate interpersonal dynamics with grace and diplomacy, creating an environment where everyone feels valued and appreciated.

# सतह से शिखर तक





Recognizing that teamwork is the cornerstone of organizational success, the program dedicates a significant segment to nurturing collaborative mindsets. Our associates are trained in the art of sharing tasks, supporting teammates, and leveraging collective strengths to achieve shared goals efficiently. Through this module, we foster a deeper understanding of the value each individual brings to the team, enabling our associates to work together seamlessly and maximize their collective impact.

Embracing diversity is another pillar of the "सतह से शखिर तक" initiative. We believe that our strength lies in the richness of our diverse backgrounds, perspectives, and experiences. This module promotes inclusivity and teaches our associates to appreciate and respect the unique contributions of every individual, creating an environment where creativity and innovation thrive. By fostering an inclusive culture, we unlock the full potential of our workforce and position ourselves as a dynamic and forward-thinking organization.

Proactive conflict avoidance is a critical component of the program, empowering our associates with effective communication strategies and problem-solving techniques to prevent misunderstandings and maintain a harmonious workspace. Through this training, our associates learn to address potential issues before they escalate, ensuring smoother workflows and fostering better interpersonal relationships within the team.



# TRAINING PROGRAM



Moreover, the program highlights the significance of acknowledging and celebrating team accomplishments, fostering a culture of mutual support and shared success. By recognizing and appreciating the contributions of each team member, we boost morale, strengthen team spirit, and motivate our associates to strive for even greater heights of excellence.

To maximize engagement and knowledge retention, the “सतह से शखिर तक” program employs interactive training methods, including PowerPoint presentations, games, and audio-visuals. Delivered in Hindi for seamless comprehension, each session lasts approximately **50 minutes**, ensuring optimal learning outcomes and catering to diverse learning styles.

The meticulous execution of this program is a testament to the collaborative efforts of various teams across Viraj. From the L&D team's dedicated efforts in content creation and facilitation to the Plant Admin's logistical support, HR's coordination, and IT's technical assistance, every aspect has been meticulously planned and executed to ensure a seamless experience for our participants.

We extend our heartfelt gratitude to **Mr. Ramesh Menon** for his invaluable guidance and strategic direction, which has been instrumental in shaping the program's success. Additionally, we applaud **Ms. Monica Gupta** for her exceptional support in content creation and logistics coordination, ensuring that every module is tailored to meet the specific needs of our workforce.

Our appreciation also extends to **Mr. Vivek Chowhan** and his team for their unwavering administrative assistance, ensuring that every detail, from venue arrangements to headcount coordination and logistics, is meticulously managed for a smooth implementation across locations.

Furthermore, we acknowledge the tireless efforts of our Cluster HR Heads – **Mr. Amit Mishra** (Cluster 4), **Mr. Sunil Chouhan** (Cluster 1), **Anil Vishwakarma** (Cluster 3), and **Mr. Rohit Sharma** (Cluster 4) – and their respective **plant HR teams**. Their dedication and commitment have been instrumental in making this initiative a resounding accomplishment, ensuring that every associate has access to this transformative learning experience.

As we embark on this transformative journey, we are filled with a sense of excitement and optimism for the future. The “सतह से शखिर तक” as a training program aims to develop a culture of continuous improvement and growth. By equipping Virajians with the tools, they need to thrive, both personally and professionally, we are paving the way for a future where our skilled and motivated workforce drives Viraj's continued success and industry leadership.

Together, we are scaling new heights, unleashing the full potential of our collective talents, and fostering an environment where excellence is not just a goal but a way of life.

As we journey from the surface to the summit, we are confident that our associates will emerge as beacons of knowledge, professionalism, and exceptional performance, propelling Viraj towards unprecedented growth and prosperity.





## Bytes from Leadership



### Mr. Sajal Verma

AVP - Cluster Head  
(Long Product, Fasteners & Flanges)

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I want to take a moment to remind you of the incredible power of a positive attitude in our workplace. A positive attitude not just impacts your own well-being but also inspires those around you. It's the key to unlocking creativity, enhancing productivity, and fostering a supportive and collaborative environment.

When we approach our tasks with enthusiasm and optimism, we open ourselves to new possibilities and innovative solutions. Challenges become opportunities for growth rather than obstacles. By maintaining a positive outlook, we can navigate through difficulties with grit and determination.

Remember, your attitude is contagious. When you demonstrate positivity, you inspire your colleagues to do the same. This creates a ripple effect that transforms our entire team, making us stronger, more united, and more efficient. A positive work environment boosts morale, reduces stress, and increases job satisfaction.

Let's commit to supporting one another, celebrating each other's successes, and learning from our setbacks. Each of us plays a vital role in shaping our workplace culture. Together, with a positive attitude, we can achieve remarkable results, exceed our goals, and create a workplace where everyone thrives.



### Mr. Amit Mishra

Senior General Manager/ Cluster HR head  
- (SRM, B Bar, Process & Fastener)

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At Viraj Profiles the focus on building a positive and unified work culture is the key to creating collective success. We believe in teamwork and promoting a dynamic workplace where everyone feels motivated and valued. This is powered by the multiple training programs conducted across plants enhancing knowledge, interpersonal skills and consciousness towards wellness.

Our training programs create a ripple effect amongst individual Virajians who become the flag bearers to a culture of respect, harmony and collaboration, where diverse strengths come together to fuel innovation.

As we move ahead together as Virajians, I request you all to participate more & more in our learning and development programs, to charge up a positive attitude, support your colleagues, celebrate achievements and foster a culture of interpersonal relations, uniformity, love and mutual respect.

## BYTES FROM LEADERSHIP



**VIRAJ PROFILES PRIVATE LIMITED**

**Building A Sustainable Stainless World**

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