Newsletter Oct-Nov — Issue 09 —



VIRAJ PROFILES PRIVATE LIMITED Building A Sustainable Stainless World

### NEW PIERCER MILL MARKS SEAMLESS



### **REVOLUTION AT VIRAJ**



### Note from the Chairman's Desk

I hope this message finds you all well and basking in the spirit of our recent Diwali celebrations. The festive season at Viraj Profiles was a beautiful reminder of the joy and togetherness that define our workplace. It was heartening to see the warmth and togetherness among our Viraj family, embodying the true essence of this festival of lights.

In between the celebrations, we also mourned the loss of a remarkable leader and visionary, Mr. Ratan Tata. His passing is a moment of profound loss for the entire industry. He was not just a titan of Indian business but a guiding light for ethical entrepreneurship and compassionate leadership. His legacy is an inspiration, and we honour his memory by practising his values of integrity, resilience, and social responsibility.

As we head towards the closing of 2025, we mark the year with an exciting milestone in our journey—Viraj Profiles' entry into the seamless stainless steel pipes & tubes segment with the inauguration of our state-of-the-art Piercer Mill. With the opening of the Pipe Division, we now offer high-quality seamless stainless steel pipes, a product in high demand for critical applications in sectors like oil and gas, aerospace, and heavy industries. This expansion represents our commitment to innovation and excellence, as well as our aim to offer a broader range of solutions for our global clients.

This addition will strengthen our market position and open avenues for future advancements.

Thank you for your hard work and commitment, and may we continue to illuminate the path forward for Viraj Profiles in the new year.

Warm Regards,

Neeraj Kochhar Chairman, Viraj Profiles

#### Mr. Vansh Mehra

### Cover Story

### **A Proud Moment-** Viraj Profiles Expands Its Horizons

On October 21, 2024, Viraj Profiles marked a significant milestone in its journey of growth and innovation with the inauguration of the Piercer Mill at the newly built Seamless Pipe Plant in Boisar, Maharashtra. The event was a proud moment for all Virajians as the company ventures into the high-value segment of seamless stainless steel pipes.

The ceremony began with a prayer, followed by the first successful rollout of seamless pipes from the cutting-edge machinery. The atmosphere was filled with excitement and pride as team members witnessed this incredible moment. This expansion is not just another addition to our manufacturing capabilities but a step towards creating more value for our customers and furthering Viraj's reputation as a global leader in stainless steel solutions.



### Redefining Quality -A Milestone in Manufacturing

The seamless stainless steel pipes will cater to critical applications in industries like oil & gas, boilers, aerospace, and pressure vessels, where high strength and pressure resistance are essential. Produced using hot-finished mother hollows through the piercing of bright round bars, these pipes are the result of Viraj's integrated manufacturing processes, starting from its in-house melting plant to bright bar production.



### State of The Art Technology

Equipped with state-of-the-art technology, the new facility ensures each pipe undergoes stringent quality checks such as hydro testing, ultrasonic testing, chemical composition analysis, and more. This guarantees world-class quality and reliability in every product.



#### Mr. Pawan Kumar Bajaj, Director

This project will progress in phases, with the Piercer Mill being the first step. It's a significant leap for Viraj Profiles in product diversification.



The inauguration was more than just a launch—it was a celebration of teamwork, innovation, and dedication. This achievement unlocks Viraj Profiles' role as a valued business partner, providing cutting-edge stainless steel solutions while unlocking opportunities for future growth.

Here's to the collective effort of all Virajians that made this milestone possible! Let's continue striving for excellence and setting new benchmarks in the stainless steel industry.

### Viraj Profiles Congratulates Mr. Rakesh Chauhan on His Appointment as Managing Director

At Viraj Profiles, we take pride in celebrating the growth and accomplishments of our team members, and today, we reflect on an exciting change in our leadership team. **Mr. Rakesh Chauhan**, who has been an integral part of Viraj Profiles for years, stepped into the role of Managing Director starting from October 1, 2024.

Mr. Chauhan's journey with Viraj Profiles has been nothing short of inspiring. Previously serving as our Deputy Managing Director, he has always shown **incredible dedication** and **leadership**. His promotion is a reflection of his hard work, vision, and the trust that all of us have in his capabilities to lead Viraj Profiles towards new achievements.

In his new role as **Managing Director**, Mr. Chauhan continues to guide us with a focus on **growth**, **quality**, and **innovation**. His experience in building strong relationships and his understanding of our industry's global demands have already begun to make a positive impact on our operations and goals. Under his leadership, we are confident that Viraj Profiles will continue to reach greater heights and explore new opportunities in the stainless steel industry.

We're grateful to have Mr. Chauhan at the helm, leading us forward with his expertise and commitment. His journey reminds us of the incredible potential within our Viraj family. Let's extend our best wishes to Mr. Chauhan as he leads us into the future.



### Strengthening Our Team: Welcoming Dilip Ghorpade as CHRO

Recently, Viraj Profiles welcomed Mr. **Dilip Ghorpade as our Chief Human Resources Officer (CHRO)**, bringing with him over 30 years of experience in human resources and industrial relations. Known for his strategic vision and practical expertise, Mr. Ghorpade has a strong track record of transforming workplace cultures, boosting productivity, and fostering inclusive environments.

He has a background in serving as a senior HR leader, where he successfully spearheaded impactful HR initiatives for a workforce of over 10,000. His work there included enhancing efficiency through automation and implementing successful employee retention programs. This experience and dedication to employee well-being and operational excellence make him a valuable addition to Viraj Profiles.

In his role here, Mr. Ghorpade will be focusing on refining our HR strategies, overseeing talent development, strengthening employee relations, and building a cohesive organizational structure. His efforts align with our growth goals in both Indian and global markets and support our vision of innovation and excellence.

We're excited about the positive changes Mr. Ghorpade will bring to Viraj Profiles, and we look forward to his leadership as we continue to grow and evolve together as a team.





### A Joyful Dasra & Diwali Celebration at Viraj Charitable Trust Tailoring Centre

The Dasra celebration at the Viraj Charitable Trust Tailoring Centre was a heartwarming and meaningful occasion, bringing together the spirit of tradition and empowerment. The women at the centre marked the day with a special puja ceremony dedicated to their sewing machines, honouring these tools not only as instruments of their work but also as symbols of self-reliance and growth. This gesture reflected the pride they take in their work and their journey towards empowerment.

Adding to the festive atmosphere, the centre was adorned with vibrant flower rangolis, which added splashes of colour and creativity to the celebration. The women also gathered for a joyful Garba dance, celebrating not only the festival but also the unity and strength of their community.

The event was filled with joy, enthusiasm, and a sense of purpose, making it a memorable day for all involved. Celebrations like these highlight the importance of community spirit and support.

We are immensely proud of the dedication and passion displayed by the women at the centre and look forward to many more inspiring and joyful celebrations in the future.







### Adding Festive Cheer: **Desk Decoration Competition** at Viraj Profiles

As part of Diwali celebrations, Viraj Profiles hosted a vibrant Desk Decoration Competition, inviting Virajians to showcase their creativity and bring festive cheer into the workplace. Employees enthusiastically transformed their desks with colourful decorations, ranging from traditional diyas and rangolis to vibrant lights and festive artwork.

The competition added an extra sparkle to the office, as each decorated workspace reflected the joy and spirit of Diwali. The entire office was brimming with warmth and festive colours, creating a welcoming and joyful atmosphere for everyone.

This event not only celebrated the festival but also encouraged teamwork and camaraderie among colleagues, making it a memorable and delightful experience for all. We look forward to more opportunities for our Virajians to share their creative talents and add a special touch to our workspace!



### Diwali Celebrations at Viraj: A Festival of Light and Togetherness



This year, Viraj family celebrated Diwali with immense joy and enthusiasm, reflecting the true spirit of unity and prosperity. The workplace came alive with vibrant decorations, creating a festive atmosphere that perfectly captured the essence of the festival of lights.

The day began with a traditional puja ceremony, where Virajians gathered to seek blessings for continued success and growth. The presence of our Chairman, Mr. Neeraj Raja Kochhar, and GC members added to the significance of the occasion, making it even more special.

Dressed in beautiful traditional attire, Virajians showcased the richness of culture, adding a colourful and festive touch to the celebrations. The event also included people taking photographs of the memorable day.

As a gesture of appreciation, gifts were distributed among employees. The celebration not only marked the festival but also strengthened the bonds of unity and collaboration among team members.

This Diwali was a heartfelt reminder that beyond being colleagues, we are a family moving together toward excellence. A big thank you to everyone who made this celebration truly memorable!









### **Diwali Celebrations at Viraj**



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### Vishwakarma Puja Celebration at Viraj Profiles

On the occasion of Vishwakarma Puja, Viraj Profiles hosted a special puja ceremony to pay tribute to Lord Vishwakarma, the divine architect. This occasion brought Virajians together to celebrate the spirit of precision, skill, and dedication in all that we do.

Employees from various departments participated in the rituals and prayers, seeking blessings for prosperity and success in our work. The celebration was a moment for us to reflect on the importance of quality in every task, inspired by Lord Vishwakarma's guidance.

The festivities filled the office with positivity, and the collective energy from the event was truly uplifting. It strengthened our bonds and reminded us of the values that drive Viraj Profiles to continue striving for excellence. We deeply appreciate the active participation of every Virajian, and we are grateful for the enthusiasm and unity displayed during the event.



### Viraj Profile in **Spotlight**

## SPOTLIGHT



Viraj Profiles Launches Seamless Stainless Steel Pipe Production with New Piercer Mill

Viraj Profiles Launches Seamless Stainless Steel Pipe Production with New Piercer Mill ANI | Updated: Oct 29, 2024 11:16 IST

PNN

Boisar (Maharashtra) [India], October 29: Viraj Profiles Limited, a global leader in stainless steel manufacturing, has achieved another milestone in its growth journey with the inauguration of its advanced Piercer Mill at the new Seamless Pipe Plant on October 21, 2024. This strategic expansion marks the company's entry into the high-value seamless pipe segment, reinforcing its position in the global stainless steel market.

The production of hot-finished mother hollows has commenced through the piercing of bright round bars, available in various grades and sizes, utilizing their in-house stainless steel melting plant and bright bar manufacturing facility. This is a major addition in Viraj Profiles' product portfolio as high-quality seamless stainless steel pipes find its uses for critical applications requiring high strength and pressure resistance, such as oil & gas pipelines, boilers, pressure vessels, and aerospace.

The facility is equipped with cutting-edge technology and the process is designed to ensure each product undergoes rigorous quality control measures and testing equipment, including hydro testing, eddy current testing, ultrasonic testing, tensile strength analysis, impact testing, hardness testing, microscopic grain size inspection, chemical composition analysis, and IGC testing.



#### India's steel industry and rural development: creating jobs and economic growth

The steel industry is a major employer in india providing livel?

by Rakeult Chautum, Managing Director, Ward Profiles Limited Consumer 10, 2024 Suizits 🧍 🔀 🔕 😓 🖍



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#### Infrastructure development: A cetalyst for growth

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The demend for continuous and reliable power supply for steel production sizo eads to the development of power plants and the supansion of electricity grids in rusi areas. These developments bring not any immediate economic benefits but are also sustainable in the long run.

Job creation and skill development

Viraj Profiles enters seamless pipe market with launch of advanced piercer mill in Bolsar

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ced technology guarantees strict gualit



Viriaj Profiles Lto has marked a significant milestone by inacquearing its acharoed Piecen Mill at the new Seamess Pipe Plant on October 21, 2024 This expansion anables the company to enter the high-value seamless pipe segment, bolistering its position in the global stainless steel market.

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Equipped with cutting-edge technology the facility ensures rigorous quality control through various testing methods including hydro testing. Ultrasonic testing, and chemical composition analysis.

The inauguration featured a prayer ceremony, followed by the successful reliout of the first products. The expansion into seamless pipe menufacturing effects Viraj Profiles' commitment to innovation and excellence.

The new Poe Division will progress in phases, starting with the Fiercer Mill. This move underscores Viral Profiles' dedication to product diversification and sustainable growth.

Viraj Profiles Launches Seamless Stainless Steel Pipe Production with New Piercer Mill

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VIRAJ PROFILES PRIVATE LIMITED Building A Sustainable Stainless World

### Mr. Rakesh Chauhan Represents Viraj Profiles at ASSDA Conference

Mr. Rakesh Chauhan, Our Managing Director represented Viraj Profiles at the prestigious Australian Stainless Steel Development Association (**ASSDA**) **PacRim Stainless 2024** conference. The event, held in Brisbane from October 16-17, 2024, proved to be an excellent platform for sharing our success story with the global stainless steel community.

As the industry leaders came together for the ASSDA 2024 Conference, Mr. Chauhan shared this inspiring story with the attendees, highlighting how Virajians' dedication and hard work have put us on the global map. What fills our hearts with pride is the strengthening of the partnership with our Australian friends.

In his speech, Mr. Chauhan highlighted how we, the Viraj family, are working hand-in-hand with our partners to drive innovation, foster collaboration, and create a shared vision for sustainable growth in the stainless steel industry.

Viraj Profiles' vision extends beyond manufacturing—it's about creating sustainable solutions that impact lives positively. Mr. Chauhan underscored how these partnerships are central to our shared commitment to sustainability and growth, ensuring that quality manufacturing and environmental responsibility flourish together.

The conference has opened new doors for us, strengthening our bonds with the Australian market and creating exciting opportunities for future growth. As Virajians, we can all take pride in knowing that our company continues to make its mark on the global stage.

Mr. Chauhan's participation in this conference reminds us that we're not just making steel products—we're building relationships, creating sustainable solutions, and working together for a brighter future. Let's continue our journey of excellence with enthusiasm and dedication!

Brisbane

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## India Fastener Show 2024: A Showcase of Innovation and Industry Leadership

Viraj Profiles recently made its mark at the India Fastener Show 2024, held from November 22-24 at the Pune International Exhibition and Convention Centre. The event provided an exciting platform for Viraj to demonstrate its advanced stainless steel fastener solutions, connecting with industry leaders and showcasing the company's commitment to quality, innovation, and precision.

Throughout the event, Viraj's team engaged in insightful conversations and productive networking, strengthening its presence in the fastener industry. Visitors were able to explore our wide range of stainless steel fasteners and learn about the advanced technologies that set our products apart in terms of strength, reliability, and precision. Our participation reinforced our position as a trusted partner for businesses seeking superior fastener solutions.

The event also provided an opportunity to discuss industry trends, future prospects, and new collaborations. We are proud to have been part of such a significant platform for sharing knowledge and fostering partnerships.

Viraj Profiles remains committed to leading the industry in innovation and quality. We thank everyone who visited our booth and look forward to building lasting relationships and continuing to provide cutting-edge solutions to meet the evolving needs of the fastener market.





### Building Connections and Pioneering Innovations: Viraj Profiles at Wire India 2024

Viraj Profiles made a remarkable impression at Wire India 2024, held at the Bombay Exhibition Center, Mumbai, from November 27 to 29, 2024. Participating as a leader in stainless steel manufacturing, Viraj Profiles showcased its innovative products and commitment to redefining industry standards.

The event saw global participation from over 398 exhibitors, representing 21 countries, and served as a premier platform for connecting industry leaders, exploring advanced technologies, and discussing future trends. Viraj Profiles took this opportunity to highlight its cutting-edge stainless steel solutions, attracting significant attention from domestic and international delegates.

A proud moment for the company was the ribbon-cutting ceremony, where Mr. Rakesh Chauhan, Managing Director of Viraj Profiles, inaugurated the event as the Chief Guest. His presence underscored Viraj Profiles' pivotal role in shaping the future of the steel industry. Additionally, Mr. Chauhan engaged in meaningful discussions with Team Messe India, sharing his insights on the evolving landscape of the steel sector and the importance of innovation and sustainability.

Viraj Profiles' team interacted with delegates, strengthening industry connections and exploring new collaborations. The company's participation reinforced its commitment to innovation, excellence, and being at the forefront of India's manufacturing growth.

The event marked another step in Viraj Profiles' journey towards establishing itself as a trusted partner for stainless steel solutions worldwide. Through its active participation, Viraj Profiles exemplified its vision of connecting global expertise with local innovation to drive excellence.





### Strengthening Viraj Profiles' Presence in the Indian Market

While Viraj Profiles has long been recognized as a global leader in stainless steel exports, the company is now shifting its focus toward strengthening its presence in the Indian market. With India's growing demand for high-quality stainless-steel products across industries like infrastructure, automotive, and manufacturing, we see immense potential to cater to domestic needs.

This strategic move aims to align with India's rapid industrial growth and the government's push for Make in India. By leveraging our expertise, advanced technology, and diverse product portfolio, Viraj Profiles is committed to becoming a key supplier for the Indian market. Our goal is to provide superior-quality stainless steel solutions while building lasting partnerships within the country.

This initiative represents a significant milestone in Viraj's journey, blending global excellence with local opportunity.

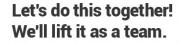


# THE CHALLENGE





Ravi calls two more team members to help Amit. They are now planning together.



Let's count to three and lift!

**TEAM WORK** 

With all of us, this will be easy!





In how many countries does Viraj Profiles export its products?

#### What is Viraj Profiles' focus alongside manufacturing?

A. 50	A. Sustainable practices					
B. 80	B. Space exploration					
C. 90	C. Artificial intelligence					
D. 96+	D. Fashion design					
Which of the following is not a product	What is the name of the new mill in					

A. Wires

B. Bright Bars

C. Plastic Pipes

D. Fasteners

A. Wire Manufacturing Mill

**B. Piercer Mill** 

C. Rod Mill

D. Fastener Mill

### Crossword

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### Hints:

- 1.Primary material used in Viraj Profiles' products
- 2. Viraj Profiles is a leading global manufacturer and \_\_\_\_\_of stainless steel
- 3. A type of bar manufactured by Viraj Profiles\_\_\_\_\_
- 4. \_\_\_\_\_practices are key to Viraj Profiles' operations
- 5. The product used to fasten objects together, made by Viraj Profiles\_\_\_\_\_

### Viraj Shield: Staying Safe from Digital Scams



At Viraj Profiles, your digital safety is our priority. This month, we aim to raise awareness about the alarming rise of **Digital Arrest Scams**, targeting individuals across the country.

Cybercriminals often pose as officials from **TRAI**, **Customs**, **Police**, or **CBI**, falsely accusing victims of illegal activities. Using fear tactics, they demand money to "resolve" the matter or initiate fake video calls with supposed authorities to intimidate victims further.



#### How to Protect Yourself

If you receive such calls, stay calm and avoid engaging. Report the incident immediately to the **Cybercrime Helpline** (1930) or via www.cybercrime.gov.in.

Awareness is key to preventing such scams. By staying informed and cautious, we can protect ourselves and others from falling prey to these malicious schemes. Let's work together to build a digitally secure environment.

### Viraj Quiz Answers



In how many countries does Viraj Profiles export its products? What is Viraj Profiles' focus alongside manufacturing?

Answer: 96+

Which of the following is not a product manufactured by Viraj Profiles?

Answer: Plastic Pipes

**Answer: Sustainable Practices** 

What is the name of the new mill in Seamless Pipe Plant?

Answer: Piercer Mill

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