

GLOBAL STEEL 2012

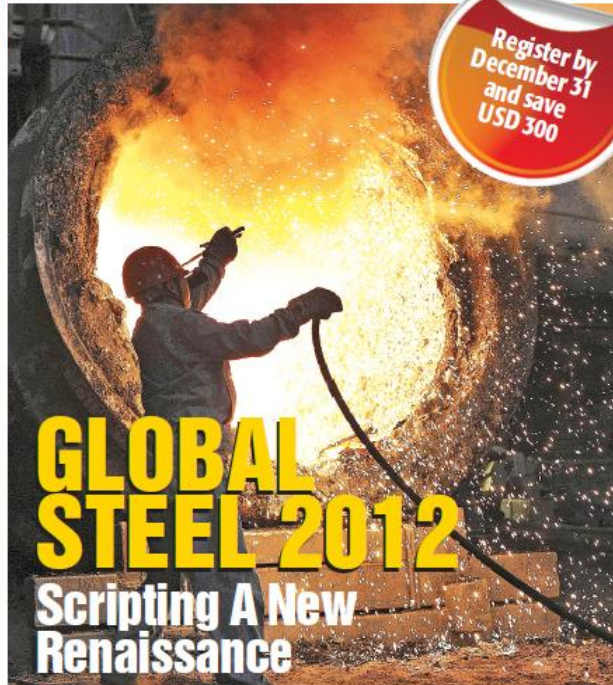
www.globalsteel.in • THE ECONOMIC TIMES • WEDNESDAY • 21 DECEMBER, 2011

The Future of Steel is in India

A CONSUMER CONNECT INITIATIVE

CONFIRMED SPEAKERS AT GLOBAL STEEL 2012

- **Naveen Jindal**, member of Parliament and CMD, Jindal Steel & Power Ltd
- **PK Mishra**, secretary, ministry of steel, Government of India
- **Peter N Varghese**, AO, Australian High Commissioner to India
- **Dr JJ Irani**, former director, Tata Sons
- **CS Verma**, chairman, SAIL
- **Peter Marcus**, managing partner, World Steel Dynamics INC., the US
- **Jeff Watkins**, global coal chairman, Wood Mackenzie Inc, the US
- **Ajay Mishra**, senior vice president, head of global coke business, Noble Energy - Singapore
- **Dr Sanak Mishra**, vice president, ArcelorMittal and CEO Greenfield Projects in India
- **PK Mukherjee**, managing director, Sesa Goa Limited
- **Dilip Oommen**, CEO & managing director, Essar Steel Limited
- **RK Goyal**, managing director, Kalyani Steels Ltd
- **VR Sharma**, deputy MD & CEO, Steel Business, Jindal Steel & Power Ltd
- **Jayant Acharya**, director-commercial and marketing, JSW Steel Ltd
- **Steven Randall**, founder and managing director, The Steel Index
- **Mark Cresswell**, chief analyst & director, Salva Resources, Australia
- **John Koorsey**, executive director, SSY Consultancy Research Ltd, the UK
- **John Johnson**, CRU China CEO and chief representative, CRU Beijing, China
- **Real Foley**, vice president, Coal Marketing, Teck Resources Ltd, Canada
- **Colin Hamilton**, senior analyst - commodities research, Macquarie Capital (Europe) Ltd, UK
- **Peter Limford**, senior trade commissioner, Austrade
- **Francis Browne**, global director - steel and metal markets, Platts, the US
- **Jim Nicholson**, vice president - Asia, Argus Media Ltd
- **Prof Peter Hodgson**, ARC Laureate fellow and director, Institute for Technology Research and Innovation, Deakin University
- **Dr Amit Chatterjee**, former adviser to the MD, Tata Steel
- **Dr Neil J Bristol**, MD, H & W Worldwide Consulting Ltd, Australia
- **Arun Kumar Jagtapramka**, chairman & managing director, Gujarat NRE Coke Limited



Register by December 31 and save USD 300

MESSAGES



The world steel industry will continue to be volatile till there is an understanding on a fair and equitable basis between the steel mills and the dominant raw material producers. Global Steel and similar assemblies should work towards analyzing the situation and throwing up solutions.

JJ Irani
former director, Tata Sons



In these turbulent times platforms like 'Global Steel' play a key role in bringing together the most important stakeholders to help chart a course for sustainable growth and development in the years ahead. I congratulate the organizers for bringing this very important summit together, and their visionary leadership in helping create a sustainable, low-carbon energy future through their wind portfolio.

Tulsir R Tanil,
CMD, Suzlon Energy Limited



Global Steel 2012 is the much-awaited event in the calendar of Indian steel and its raw material conferences. I sincerely believe that all the participants will get to learn a lot by attending this conference, being held in one of the most challenging times for the industry and before the commencement of the 12th Five Year Plan.

PK Mukherjee,
managing director, Sesa Goa Limited

EVENT HIGHLIGHTS

- Two-day conference
- Exhibition
- Networking cocktail dinner on January 27, 2012
- Fashion show

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GLOBAL STEEL 2012 Scripting A New Renaissance

Gujarat NRE and *The Economic Times* present Global Steel 2012, the 7th International conference on steel and steel making raw materials, from January 27 to 28, 2012 in New Delhi.

Global Steel 2012 is being organized to chart a clear path for the steel industry in India to prosper-hence the theme chosen this year is 'Scripting A New Renaissance'.

The conference has made its mark as one of the 'not-to-be-missed' steel conferences around the globe. The programme is designed as interactive panel discussions to evoke all-round participation.

It is perhaps the only steel conference which allows a higher level of debate and participation from all, giving our distinguished panel speakers ample opportunity to convey their views, ideas and comments on the topic under discussion and also to

arrive at some key recommendations and a clear point of view on the topics under discussion.

The conference would also analyze the supporting logistics and infrastructure facilities and their suitability including the raw material security plan.

Increasing price of raw materials like coking coal, iron ore and their scarce supply world wide has become one of the key concerns of steel makers around the world. Global Steel 2012 would analyze the global trend, also the effect of China which is a dominant force in the steel spectrum, supply and demand dynamics, to chart a clear strategy for India's new steel renaissance. Focus would also be on the role of Australia and other nations in supplying coking coal, the most important raw material in making steel. A concurrent exhibition, limited to the sponsors of the event, would also be organized.

- Continued on page 4



D R Kaarthikeyan,
president,
Foundation for
Peace and
Harmony and
Good Governance

The critical challenge to keep India's growth story intact is "providing good governance". There may be several challenges to acceleration of growth and identification of these areas and drawing up plans to address them is relatively an easy part.

But what is infinitely more difficult is the translation of those policies into action, where the criticality of good governance steps in. It is the quality of governance that separates success and failure in economic development.

Besides other evils, corruption and its proliferation are byproducts of no governance and bad governance. Our governance record in poverty alleviation programmes, development of tribal and backward areas, public distribution system, has been disastrous, which has led to various internal disturbances, public agony and mistrust in the system. With 17% of the world's population, India accounts for less than 2% of global GDP and 1% of world trade. Hence, we currently stand at the threshold of a unique opportunity regarding governance and public management reform.

Through this conference, our sincere endeavour is to set the house in order by taking all steps necessary to ensure introduction and application of good governance measures. The conference would focus on the following key areas in governance:

- Governance by the government
- Corporate governance
- Electoral reforms
- Compliance in democracy

GOVERNANCE BY THE GOVERNMENT
We have a reasonably vibrant democracy and a civil society, which enables the procedural aspects of democratic governance to be largely sustainable. However, the substantial aspect is mostly elusive, with public institutions being inaccessible to a large section of the populace.

Despite a promising institutional context, India's structures of governance have remained ineffectual in fulfilling the basic needs of her citizens. The biggest danger for the country comes when the governance by the government shows signs of crumbling.

Foundation for Peace, Harmony and Good Governance

presents

National Conference on Governance



January 29 2012, New Delhi

The session would primarily highlight the following issues:

- Administrative reforms to ensure that a transparent structure is in place for good governance
- Decentralization of power with accountability
- Cutting down the various strata of approval process in our present bureaucratic set up
- Optimizing the flowchart of file movement for fast decision making and minimizing corruption
- An effective Lokpal
- Proper use of technology to expedite decision making and to reach the last mile with the benefits of governance by the government.

CORPORATE GOVERNANCE

A firm commitment and adoption of ethical practices by an organization across its entire value chain and in all of its dealings with its wide range of stakeholders is what good corporate governance is all about. This can be achieved by readily embracing certain checks and balances. In light of the recent events in India, which have put the spotlight on corporate governance practices of Indian companies, the session would debate on:

- Is there a need for any regulatory changes? OR
- Can improved standards of corporate governance be achieved through adoption of principle based standards of conduct?
- Has corporate governance been reduced

to well draft reports on paper?

- Has the time arrived to vet companies on corporate ethics rather than corporate governance?
 - Should we vet companies merely on balance sheet performance, where the quarterly result rules the market? OR
 - On long-term vision of growth of the company?
- The newly introduced Company's Bill can also be taken as a reference in discussing this issue of immense importance, which would regulate the health of Indian Industry in the years to come.

ELECTORAL REFORMS

The central problem of democracy is how we manage our elections in our present political

system. Over the years, the way democracy has been maligned due to the manner it has been practised by several practitioners and political parties. Corruption of unthinkable proportions has crept in into political parties and elections. The issues of imminent importance include:

- Transparent financial accounts of political parties
- Transparent funding of elections
- Political funding only in white and the information should be made public by the receiver and the donor
- Election spending limit to be increased to national levels - to encourage political parties to disclose
- Flexible limit of election spending depending on the constituency
- Right to reject and right to recall need a thorough debate before arriving at a final conclusion.

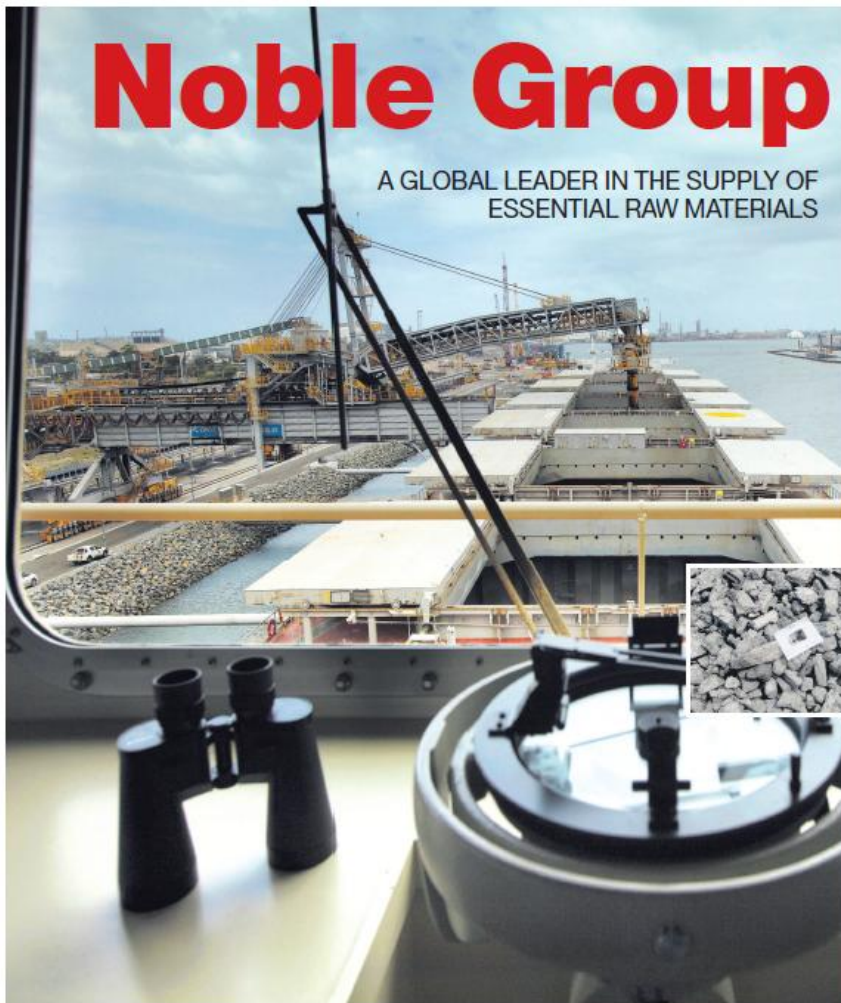
COMPLIANCE IN OUR DEMOCRACY - IS IT TRUST-BASED OR ENFORCED?

A functional democracy requires that the law of the land be complied with. On the other hand, the laws need to be such that they are completable by the majority of the citizens. Trust is a valuable social asset that forms the basis of democracy. It is true that while "taxes are the price we pay for civilization" - civilization cannot sustain itself without trust. The session would try to delve on the following pertinent discussion points:

- Any law which is not followed by the majority should be scrapped, to be replaced by a rational completable law
 - Non-compliable laws are more profound when the state does not trust its citizens and likes to have these laws as pretext to nail whom it wants to
 - If only builds distrust among the citizens and the government
 - The tax system needs to be more trust based for better compliance
 - The need is to create an encompassing environment where every one pays tax voluntarily
 - Strive towards voluntary compliance and our laws should encourage it. In fact since voluntary compliance emanates from a trust based taxation regime
 - The system should guarantee each tax payer certain basic rights and respect, which are internationally recognized
- Trust your citizen, and if he betrays your trust, punishment should be certain and exemplary.

Noble Group

A GLOBAL LEADER IN THE SUPPLY OF ESSENTIAL RAW MATERIALS



Noble Group (SGX: N21) manages the global supply chain of agricultural and energy products, metals and minerals. Noble operates from over 120 offices in 40 countries, employing approximately 80 nationalities. Noble manages a diversified portfolio of essential raw materials, integrating the sourcing, marketing, processing, financing and transportation. Noble owns and manages an array of strategic assets, sourcing from low-cost producers such as Brazil, Argentina, Australia and Indonesia and supplying to high-growth demand markets including China, India & the Middle-East. Today, Noble has interests in grain crushing facilities, coal and iron ore mines, fuel terminals and storage facilities, sugar and ethanol plants, ports, vessels and other key infrastructure.

Agriculture

This business unit, accounting for the majority of the group's self-owned assets, is a little over 10 years old. It has emerged over that time to become a leading player in linking low-cost origination markets, in locations such as South America and the Ukraine, to emerging markets with high demand growth. This segment's integrated pipelines store, handle and process the spectrum of key agricultural products from oilseeds and grains, palm oil, cotton, coffee to cocoa, while Noble has also emerged to become a top tier operator of modern sugar and ethanol mills in Brazil.

Metals, Minerals and Ores

As one of the world's top suppliers, Noble has operations stretching from India to the United States, Australia to Europe — giving its critical mass at key origination and delivery points. Products include iron ore, ferro-alloys and aluminium.

Energy

Noble's largest segment continues to build upon its solid platform as a global energy business. Noble's growth in the energy sector continued to gain momentum in 2010, bolstered by a series of asset acquisitions that offer new opportunities for cross-divisional synergies. The segment achieved record annual revenue, tonnage and operating income and accounted for 66% of group revenue for the year.

Coal

In 2010, Noble's coal operations were reorganised as the Energy Coal & Carbon Complex, with two core business platforms — bituminous coal, and metallurgical coal and coke — grouped around the customer base.

Metallurgical Coke

Noble is the largest channel for supply of metallurgical coke to the global marketplace. The company specialises in supplying multi-origin coke to its customers worldwide on annual term basis and has been sustaining its position as the major supplier of imported coke to Indian market. Noble also holds the pole position as the largest exporter of Indian metallurgical coke to worldwide destinations. Noble is supplying a wide range of products from Russia, South America and various Southeast Asian countries through long term tie-ups and structured trade finance. Noble has a diverse consumer base ranging from the steel to chemical sector and ferro-alloy industries, and with its global reach, is able to create meaningful synergy with other businesses within the group. We have a strong network and a dedicated research team. As such, Noble is best placed to understand the market and pass the benefits on to our key customers.

The group operates a sophisticated supply chain management network, including ocean transportation on time charter, which is able to deliver coke products directly from the coke plants and other industrial origins to the nearest ports of our end users efficiently and cost effectively. Noble is consistently pursuing strategies to continue growing volume, maintain margins and their dominant position. Their origination efforts have been further expanded in India, Indonesia, Mongolia, Colombia and the US, which has increased the group's market share and profitability.



Suzlon S9X — Unlocking Energy Potential in Low Wind Regimes

India's installed wind power capacity at 15GW is the world's fifth largest and growing faster than ever. However, even with a conservative estimate of the country's 48 GW of total wind power potential, two thirds of it is yet to be harnessed.

The key challenge being almost all of the untapped wind potential is locked in sites with medium to low wind speeds where conventional solutions may struggle to be viable. Hence, the focus has now shifted to wind turbines designed to operate efficiently at lower wind speeds. Suzlon's new S9X suite of wind turbines is designed keeping

over Suzlon's proven and successful platform of S88 turbines, with more than 4,600 MW of installed capacity in 13 countries.

S9X - Strong, smart and safe
The S9X is a strong product backed by proven performance, efficient product development process and a customer focused team, under the umbrella of a global company with local reach. It has evolved through smart enhancements over the existing product with innovation and superior design for delivering improved performance. The heavy emphasis on safety features makes

certified by the internationally renowned certification body Germanischer Lloyd.

Market Reception

S9X was launched in April 2011 and its current order book has already crossed 800 MW in the last seven months with orders from India, Australia, Canada and the US. In India, initial customers include Myrath Energy, Oriental Green Power, GMR Energy and Pricorus group to name a few. International customers include AGL in Australia, Sprot Energy in Canada among others. Overall, the S9X is set to be a

Global Leader in Automotive Steel

Kalyani Steels Ltd. (KSL) is a part of the over \$3.0 billion Kalyani Group. Bharat Forge, Kalyani Steels and Kalyani Carpenter Special Steels, Kenersys, Kalyani Lommerz, Kalyani Thermal Systems, Hikal Limited are the key companies of Kalyani Group.

Bharat Forge is the flagship company of the group which focuses on forgings for automobiles, capital goods, energy, defence, nuclear and aerospace.

Kalyani Steels and Kalyani Carpenter Special Steel form the part of steel business which focus on alloy steel, stainless steel, premium melted steels like electro slag refined steels for high and critical applications. Total capacity of the Steel Production is at 0.5 million tonnes per annum.

Kalyani Steels and Kalyani Carpenter together supply steels in cast blooms/billet as well as rolled bars. Products are in wide range of sizes beginning from 5.5 mm to 360 mm and as cast ingots from 5 tonne to 70 tonnes. The key customers and end users are Tata Motors, Maruti Suzuki, Ford, Toyota, Daimler Benz, Volvo, Arvin Meritor, GE, BHEL, Suzlon, Cameron, Halliburton, Schlumberger, etc.

Established in 1973, Kalyani Steels Ltd is a leading manufacturer of forging and engineering quality alloy steels. The key drivers of Kalyani Steels approach are: proactive engagement with their stakeholders; attracting and retaining the best talent; provision of a safe and healthy working environment; focus on using environment friendly technologies; innovating and to conserve natural resources.

Kalyani Steels produces steel through blast furnace route capable of achieving low levels of tramp elements, resulting in clean steel necessary for critical applications in automotive and engineering industries. Over the years, Kalyani Steels has been continuously upgrading its technology and infrastructure. The company has all the world class quality systems in place and their facilities are approved to various International standards like ISO 9000, ISO 14000 and



ent superior qualities. It is in a position to charge premium price over its competitors.

Employee forms the most valued asset and Kalyani Steels' vision is to build a flexible, agile and flat organisation with world-class capabilities and a high-performance culture. The company promotes employee involvement, which is not only limited to their specific role in their department but in the entire gamut of operations also. Employees may adopt cross functional flexibility to work in their preferred area depending upon their interest and skill.

Kalyani Steels has a set of ambitious targets to optimise natural resource usage. It remains committed to achieving the best practices in health, safety and environment. It believes in its responsibility to engage

by the user industries. With its corporate headquarters in Pune, Kalyani Steels Ltd was set up to fulfil the in-house requirements of forging quality steel of the group. The facilities at Kalyani Steels are at par with any sophisticated steel manufacturers in the world. Although the forging industry in India is the primary market for the company's products, markets of various components for automobiles, bearings, tractors,

with the communities in which it operates and fostering the social and economic development. These principles are embedded across the organisation and are a key element of its employee training, development and performance at all levels. Kalyani Steels has a well-defined sustainable development framework that comprises of governance structures and policies, which act as pillars

Transforming Lives Around

JSPL USES ENVIRONMENT-FRIENDLY TECHNOLOGIES TO MAINTAIN A CLEAN AND GREEN ENVIRONMENT



Jindal Steel and Power Limited (JSPL) is one of India's major steel producers with a significant presence in sectors like steel, mining, power generation and infrastructure. With an annual turnover of over \$2.9 billion, JSPL is a part of the over \$15 billion diversified OP Jindal Group. In the recent past, JSPL has expanded its steel, power and mining businesses to various parts of the world particularly in Asia, Africa and South America.

The company produces economical and efficient steel and power. From the widest flat products to a whole range of long products, JSPL sports a product portfolio that caters to major infrastructure and housing projects in the country. It also has the distinction of producing the world's longest 121 metre rails and large size parallel flange beams, high strength angle irons for transmission towers and high strength earthquake resistant construction rebars.

The company is equally concerned about the environment and is committed towards restoring nature's balance by maintaining a clean and green environment. JSPL has taken many initiatives in this direction like planting of large number of trees, using environ-



ment-friendly technologies, setting up of an environmental laboratory etc.

JSPL's CSR policy aims at bringing about a radical transformation in the quality of life of the people living in and around the operation areas of the company through positive intervention in social upliftment programmes. Its key areas of focus are health, education, women empowerment, livelihood, livestock care, drinking water and sanitation, youth and sports, population stabilisation and infrastructure development.

A CONSUMER CONNECT INITIATIVE



has put in place systems for socio-economic development of the neighbourhoods and communities amidst which its plants and units operate. The objective was to plough prosperity back into the environment from which its strengths emanate to make a meaningful difference in people's lives—a credo that SAIL has been upholding proudly ever since. A few important highlights for the year 2010-2011 include:

- Production of 12.88 MT of saleable steel during FY 11, with capacity utilization at 116%.
- Production of around 14.9 MT of hot metal and around 13.9 MT of crude steel
- Record production of special quality and value-added products at 4.8 MT.
- Highest ever crude steel production for energy efficient continuous casting (9.2 MT).
- Highest ever labour productivity

Ploughing Back Prosperity

HAVING GROWN FROM STRENGTH TO STRENGTH IN THE LAST FIVE DECADES, THE BRAND SAIL IS WELL ENTRENCHED IN PEOPLE'S MINDS

The Government of India accorded the status of Maharashtra to Steel Authority of India Limited through a memorandum issued on 19th May 2010. The coveted Maharashtra status is a testimony of its consistent performance and stellar progress made over the years. SAIL is the largest steel producer in India with over one fifth share of domestic finished steel production with a turnover of more than ₹ 47,000 crore (in 2010-11), employing more than 1,10,794 people across India.

Major plants owned by SAIL are located at Bhilai, Bokaro, Durgapur, Rourkela, Burnpur, VISL, Bhadravai and Salem. The major units are ISO certified. The tagline of the company "There's a little bit of SAIL in everybody's life" is a testimony to the fact that in the last five decades it has grown from strength to strength and the SAIL brand is well entrenched in people's minds. SAIL has a well-equipped world-class Research And Development Centre For Iron And Steel (RDCIS) at Ranchi.



The Central Marketing Organisation (CMO) of SAIL, with its headquarters in Kolkata, is India's largest steel marketing set-up. With the total number of dealers crossing 2,500, SAIL has its presence in all major districts of the country. SAIL dealers primarily market the company's branded products like SAIL-TMT (earthquake resistant), SAIL-Jyoti and light structurals, catering to direct customers in the remotest areas of the country. SAIL, a name that raises hopes in the hearts of many Indians, SAIL

of 241 tonnes/ month. SAIL has won various prestigious awards such as the SCOPE Merit Award for Environmental Excellence & Sustainable Development (2010). In 2010, maximum number of Shram and Vishwakarma awards both amongst private and public sector organizations were won by SAIL. SAIL employees won eight out of 33 Shram awards and 15 out of 28 Vishwakarma awards declared in the country this year.

Financing Infrastructure

AXIS BANK, THE LEADING ARRANGER OF INFRASTRUCTURE FINANCE IN THE COUNTRY, HAS A DEDICATED GROUP FOR INFRASTRUCTURE BUSINESS AND ITS SERVICE OFFERINGS FOR VARIED GROUP OF INDUSTRIAL CUSTOMERS



Axis Bank is the third largest private sector bank in India, offering the entire spectrum of services to customer segments covering large and mid-corporates, SME, agriculture and retail businesses. With over 1,400 branches and more than 6,800 ATMs across the country, as on June 30, 2011, the network of Axis Bank spreads across 892 cities and towns, enabling the bank to reach out to a large cross-section of customers. The bank also has overseas offices in Singapore, Hong Kong, Shanghai, Colombo, Dubai and Abu Dhabi. Axis Bank is also the leading arranger of infrastructure finance

in the country. The bank has a dedicated group for infrastructure business and its service offerings include project advisory, bid advisory, financial structuring, debt syndication, project financing, securitization, structured finance etc. Complex and big ticket transactions carried out across various sectors such as telecom, power, roads, ports, airports, urban transport & railways, education etc. are a testimony to bank's capability in the infrastructure space. Having financed some of India's most pioneering infrastructure projects, Axis Bank in association with Dun & Bradstreet facilitated 17 of India's leading infrastructure

companies and projects through the D&B - Axis Bank Infra Awards 2011 on October 17, 2011. Axis Bank has taken its expertise in infrastructure financing to the next level with the launch of the Axis Infra Index, a concise and intelligent guide to opportunities across the infrastructure sector. First of its kind, the Axis Infrastructure Index is designed to capture evolving fundamentals governing the investment climate in infrastructure segments. The index facilitates interpretation of capex, financial, regulatory and other associated developments which influence investor confidence.

Gujarat NRE National Integrity Theme Presentation Contest... ...At National Conference on Governance



Gujarat NRE National Integrity Theme Presentation Contest has now become an annual affair. This is being organised along with National Conference on Governance as a part of Global Steel 2012 Initiative. Trust is a valuable social asset that forms the basis of democracy. Trust demands respect for the inherent value and rights of a human being. It is true that while "taxes are the price we pay for civilisation" — civilisation cannot sustain itself without trust. Distrust kills transparency, creates divide and fuels manoeuvring to suit one's motive. If a government distrusts its people, people are likely to reciprocate by distrusting the system. Reciprocity and cooperation increased in a trust based regime where people trust that others will indeed reciprocate.

Topic: Trust based compliance or enforced compliance — Which is more effective?
How to Participate: Interested participants may send their entries (presentation) in a PPT format to the following email id: fgsdelt@gmail.com
Last date for submission of presentation — December 24, 2011
Eligibility: It is open to all. Participation of students and the youth is encouraged.
Selection of Winners: The winners would be adjudged purely on the basis of the presentation submitted by them. Judgment would be done by a panel of judges. Presentations received would be the property of the organisers. The selected presentations would be made into a book for wider circulation.

Prize Distribution: The winners would be given a complimentary entry to attend the National Conference on Governance and would be awarded during the same on January 24, 2012, in New Delhi. The winners would however be announced in advance.
Prize: Five selected presentations would be declared as winners. Each of the five winners would be awarded a cash prize of ₹ 25,000.
Please Note: For further details on the contest, contest guidelines and for insight on the topic, please visit www.gsbns.net.in and navigate the Integrity Section in the website.
Please also do visit www.gsbns.net.in/contest2012.html for more details.

