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Steel



ENABLING TECHNICAL UP GRADATION AND QUALITY MANAGEMENT IMPLEMENTATION

In the dynamic landscape of steel manufacturing, Kamdhenu Limited, under the guidance of Mr. Sunil Kumar Agarwal, Director, stands as a key player, driving innovation and meeting evolving market demands. With a commitment to quality and strategic expansion plans, Kamdhenu Limited is poised to shape the future of the steel sector in India and beyond.



Sunil Kumar Agarwal
Director, Kamdhenu Limited

As leading players in the steel manufacturing industry, how do you perceive the current market conditions and the outlook for the steel sector in India?

The government has made a significant commitment to infrastructure development in recent years, and this is expected to continue in the coming years. This will provide a major boost to the demand for steel and other building materials.

Some of the key drivers of growth in the construction and infrastructure sector include, Government investments, Urbanization and Industrialization. Our economy is also growing rapidly, this is leading to increased demand for industrial infrastructure, such as factories and power plants. This will create significant opportunity for steel companies like Kamdhenu Limited.

India's infrastructure development plans necessitate a robust supply of high-quality steel. How is your company contributing to meeting this

demand while maintaining stringent quality standards?

Kamdhenu has an in-house Innovation Centre with a strong R&D practise that develops and produces products based on customer requirements. Kamdhenu deputes technical staff at all franchisee units after training them at our own production facilities so that the same quality standards are maintained across the plants. Apart from deploying trained staff and periodic inspection at regular intervals, we



also provide support for technical upgradation and adoption of latest technologies as well as in the implementation of Quality Management System in the manufacturing process. Our business model also ensures that we are agile in process upgradation and technology transfers, the decentralisation of manufacturing also helps us in keeping cost low as we are close to our customers

Given the anticipated rise in finished steel consumption (to 230 MT by 2030-31), how is your company planning to increase production capacity to meet this growing demand?

Kamdhenu has always been about offering "Best Quality at Best Price" and brand positioning of our products has always been a top priority. The demand for quality TMT bars from the housing sector in India is growing phenomenally. Looking at the demand for our products, we are planning to expand our capacity from 40 lakh MT of TMT steel bars to 50 lakh MT of TMT steel bars through franchisee route.

Our decentralised production model has already made a huge difference in the market. Not only do we offer high quality at affordable prices, we are also always prepared to take the next step in efficiency and technology adoption. We look forward to undertake strategic alliances and tie-ups of unorganized and medium sized manufacturing units, guide them through technical upgradation, implementation of Quality Management System and effective distribution through the exclusive dealer network and Stockyard Model.

With India being the world's second-largest producer, do you see opportunities for exports to other countries besides catering to the domestic market?

Currently, at Kamdhenu Limited, our primary focus is to cater to the domestic demand. We are ensuring this by investing in reinforcing our presence in already established markets and



penetrating into the untapped regions. We wish to expand our presence in tier 2 and tier 3 markets in the coming years.

The adoption of digitalization and Industry 4.0 technologies is transforming the manufacturing landscape. How is your company leveraging these advancements to enhance efficiency and productivity in steel production?

In recent times, the field of steel manufacturing has been significantly influenced by a range of innovative materials and technologies. Notable advancements include the utilization of high-strength steels, self-compacting concrete, and Building Information Modeling (BIM).

Additionally, 3D printing, robotics, automation, and smart materials are also making an impact on the design and construction of steel structures. As these advancements continue to progress, we anticipate witnessing further innovation and increased efficiency in how steel structures are designed and built.

Kamdhenu has always been at the forefront of innovation and technology; in fact, we are the first in India to introduce Kamdhenu Nxt. This product is manufactured with the cutting-edge technology which is at par with the futuristic national and international quality standards. That is why it bears the privilege of being called a 'Next Generation Interlock Steel'.

What are some of the biggest challenges facing the Indian steel industry today, besides those mentioned (consolidation, competition)?

India is heading towards an exceptionally bright and growth-oriented future. We don't see India's growth trajectory going for a descent anytime soon. The TMT Sector heavily relies on Real Estate and Infrastructural Development, the more they flourish the more it will be beneficial for our sector. Fortunately, with the continuous urbanisation of the nation we are witnessing an upwards shift in the demand of TMT bars and Steel in general. We are confident and bullish on the future of TMT Sector in our country.

The main challenge to industries in a developing nation such as India has always been transporting materials/products from one place to other. If the transportation cost of product increases, it is natural that the overall cost of the product will also increase. Though, we are seeing initiatives being taken to tackle this issue. Projects such as Sagarmala, Bharatmala, and UDAN RCS are the much-needed step towards regulating the freight cost. ■

