

RAMSARUP GROUP



# RAMSARUP INDUSTRIES LIMITED

Unit: Ramsarup Industrial Corporation



## About RAMSARUP Group

Founded in 1966, Ramsarup - engaged in the manufacturing of various grades of steel wires and TMT Bars, is one of the fastest growing Group catering to Power and Infrasturcture sector of India. Soon the Group will be one of the most integrated player in steel infra space - right from iron ore to transmission lines.

- 📍 Location: Kalyani and Shyamnagar, West Bengal
- 📍 Installed capacity: 233,000 MTPA (black wires 149,000 MTPA, galvanised wires 84,000 MTPA)



## Durgapur Plant-the way forward

We have already started production of LRPC strands at Durgapur (West Bengal) with annual capacity of 36,000 MTPA. Other future products at Durgapur are as follows:

- |                                   |                     |
|-----------------------------------|---------------------|
| 1. Tyre Cord                      | 7. LRPC Single Wire |
| 2. Staple Wires                   | 8. Staples          |
| 3. Hose Wires                     | 9. Steel Fibres     |
| 4. Patented Wires                 | 10. Gabions         |
| 5. Phosphate Coated Wires         | 11. Wire Nettings   |
| 6. Rope Wire (Black & Galvanised) | 12. Wire Mesh       |



“Your range of available choices, right now is limitless”

### Technical Specifications

Product	Size Range (mm)	Specification	Grade	Application
Galvanised Iron (G.I.) (Hot Dipped & Electroplated)	0.63 - 5.00	IS 280 As per customer's requirement	Mild Steel	General Engineering Purpose, i.e. netting, fencing, barbing and other applications.
Galvanised Steel Strand	7x1.50 - 7x4.75	IS 2141, IS:12776 ASTM A 473, ASTM 363, BS 183, DIN 48200, 48201, 48202, VEDO 210	Mild Steel / High Carbon, Medium Carbon	Wires for Electrical & Transmission Lines
H.B. Wires for Nails	0.63 - 10.0	As per Customer's requirement	Mild Steel	Wires for Nail Industry
Cable Armour Wires (Round)	0.63 - 4.0	IS 3975, BS 1441 As per customer's requirement	Low Carbon / Electrode	Wires for Cable Industry
Cable Armouring Formed Wire	4x3.4x0.8	IS 3975, BS 1441	Low Carbon / Electrode	Cable Industry
ACSR Core Wire Single	1.50 - 4.77	IS 398-Part 2&5 ASTMB 498, BS 4565, IEC 209	High Carbon	Wires for Conductor Industry
ACSR Core Wire Stranded	7x1.5 - 7x4.77	IS 398, ASTM-B 500, BS 215-PART-2	High Carbon	Wires for Conductor Industry
P.C. Single (as drawn)	1.50 - 5.00	IS 1785-II, ASTM-A 648, BS 2962-SEC I/IV	High Carbon	Wires for Prestressed Concrete Industry

Product	Size Range (mm)	Specification	Grade	Application
P.C. Single Wire Stress Relieved (Normal Relaxation)	3.00 - 9.50	IS 1785-I (Plain), IS 6003 (Indented) ASTM-4421, BS 2691-SEC I/77	High Carbon	For re-enforcement of Concrete Poles & other Concrete Structures
P.C. Strand 3 Ply Stress Relieved (Normal Relaxation)	3X3.00	IS 6006, ASTM-A 416, BS 3617, JIS-G 3536	High Carbon	For re-enforcement of Concrete Rly. Sleeper
P.C. Strand 7 Ply Stress Relieved (Normal Relaxation)	6.35 - 12.70	IS 6006, ASTM - A416, BS 3617, JIS G 3536	High Carbon	For re-enforcement of Concrete Beams in Bridges/Concrete Poles etc.
Bright Spoke Wire	1.80 - 4.00	IS 6902, BS 2453 As per customer's requirement	High Carbon	Wires for Cycle & Two Wheeler Industry
Galvanised Spoke Wire	1.80 - 4.00	IS 6902, BS 2453 As per customer's requirement	High Carbon	For making Spokes for Cycles & Two Wheelers
Cycle Accessories Wire	2.00 - 10.00	As per customer's requirement	Mild Steel	Wires for Cycle & Two Wheeler Industry
Shutter Spring Wire	4.00 - 9.50	As per customer's requirement	High Carbon	For making Spring of Rolling Shutters
Spring Steel Wire	0.30 - 8.50	IS 4454-Part I Grade I/ II/ III/ IV	High Carbon	Springs
Telegraph Wire	2.00 - 5.60	IS 279, IS 280	Mild Steel	Telecom Industry
Rope Wire (Black & Galvanised)	0.30 - 2.00	IS: 1835, BS: 2763 As per customer's requirement	High Carbon	Rope Making & Auto Cables
Umbrella Rib	1.50 - 3.0	As per customer's requirement	High Carbon	Umbrella Industry
Chain Rivet / Link Wire	3.60 - 6.00	As per customer's requirement	Mild Steel-I6Mn Cr5, 20Mn Cr5, EN 353, 354	Chain & Two-wheeler Industry
Cotton Bailing Wires	3.15 - 3.66	As per customer's requirement	High Carbon	For Cotton Bailing Industry



## Quality



Ramsarup's wires are used for varied industrial applications across divergent industry verticals. To ensure that our products conform to the international standards, we have set high internal quality standards. Equipped with state-of-art physical and chemical laboratories in which products are subjected to stringent quality tests monitored by the Quality Control Department, the company ensures critical adherence to quality norms. Our plant has been awarded the ISO 9001 due to our emphasis on maintaining global quality standards. Our wires conform to various specifications such as:

- ① IS Specifications
- ① JIS Specifications
- ① British Specifications
- ① ASTM Specifications
- ① DIN Specifications

The Company's wires are used in turnkey project including projects of Power Grid, NTPC, APDRP, Railways, State Electricity Boards etc.



## Wired for growth for all stakeholders

### Whenever we approach a new customer, the first thing he asks is: Who else are you working with?

So instead of outlining our capacity and capability, we simply draw up a list of India's best and biggest organizations we have been working closely with for the last several years.

Customers that represent India's who's who. Customers whose very enlistment speak on our behalf. And customers with whom we have extended our relationship from a mere vendor to valued partner. At Ramsarup we are deriving a rich value from these glowing endorsements by some of India's leading managers.

### Whenever a customer speak to us, his inevitable closing line is: "But we need the material as of yesterday."

So at Ramsarup, instead of focusing on mere material delivery, we have focused on enhancing the efficiency of our customer managers and departments through the following initiatives:

**Capacity:** Ramsarup is among the leading producers of wires in India. This ensures that material is always available, relieving customers from the need to expend precious management time in seeking diverse supply options.

**Batch size:** Ramsarup services the large or small requirements of customers with ease.

**Doorstep:** Ramsarup delivers TMT bars or wires in any quantity to the doorsteps of its customers anywhere – from Kashmir to Kanya Kumari, from Kamrup to Kutch – in India.

**Timeliness:** Ramsarup's hub and spoke distribution model – structured on the lines of some of India's most successful courier giants – helps meet customer production schedules with a predictable timeliness.

### The age of the standard order is dead. An increasing number of customers now insist: "We need a little of 'X', a little of 'Y' and a large quantity of 'Z' as well."

At Ramsarup, instead of responding with a 'This is all we have got, take it or leave it,' our flexibility has been inspired by the pizza outlet: the flexibility to use a variety of toppings around a basic foundation to create products customized to distinctive preferences.

The result is the creation of products that completely meet

customer's applications, taking their business ahead.

Widest range of 4 to 24 guage ('chaar se chauvis') among all Indian wire manufacturers; offering 26 sizes within this range compared with competitors providing less than a third; positioned as one-stop wire supermarket.

### The conventional attendance register-based office is history; the office of the future is the 'field' where executives visit the premises of their customers more frequently than they attend their own.

At Ramsarup, instead of justifying a conventional office structure for a conventional business, we have pre-poned the future.

For Instance, our marketing executives spend an average two days out of three visiting the offices and factories of our customers across India. Ascertaining their evolving needs. Keeping a tab on their growing order book and tender position. And integrating Ramsarup as a dependable back-end of its customer organizations.

### Whenever we market to a customer, what we hear is: "We are not just interested in how your product can feed our production lines; we are interested in how you enhance the profitability of our business."

So at Ramsarup, instead of merely focusing on production, what we market to customer is a business-strengthening solution through the following initiatives:

**Order flexibility:** At Ramsarup, requirements are dispatched on the basis of the customized product application, volume, batch size and overall price-value.

**Better Value:** At Ramsarup, we deliver the ordered quantity in negative tolerances to our customers.

**Inventory Managment:** At Ramsarup, we may produce in one lot but provide our customers with the convenience of receiving their order only in periodic batches in line with their needs.

**Forward cover:** At Ramsarup, we protect the interest of our customers in volatile environments by permitting them to sign fixed price contracts across the medium term, an absolutely pioneering proposition among peer companies.





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