



46
YEARS
of excellency

THE NORTH STAR

NORTH INDIA'S
LARGEST
HIGH-TECH PLANT

**PIONEERING
IN STEEL
SINCE 1974**

AMBA SHAKTI UDYOG LTD.

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SABKA HAI HUM PAR YAKEEN

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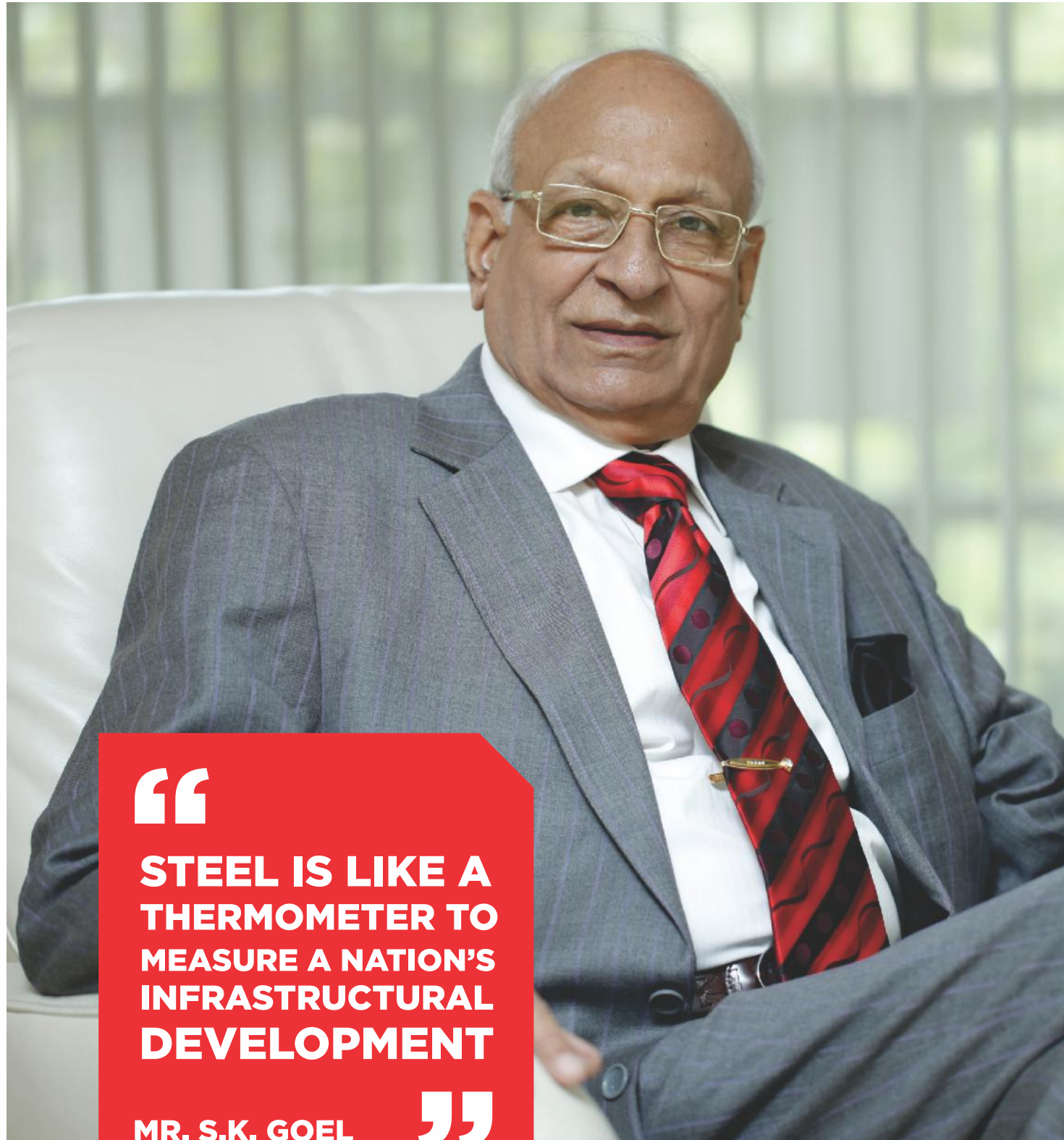


**MORE ELONGATION
SUPER DUCTILITY**



OUR MISSION AND VISION THE BIGGER PICTURE

Amba Group believes in Excellency through superior customer service and low operating costs. We aspire to become an exemplary manufacturer, service and solution provider in the steel industry. Amba Group is always ready to take on challenges and satisfy all its customer needs and expectations, creating a fearless and participative environment and endless opportunities to its employees while fostering innovation and growth.



“

STEEL IS LIKE A THERMOMETER TO MEASURE A NATION'S INFRASTRUCTURAL DEVELOPMENT

MR. S.K. GOEL
(GROUP CHAIRMAN)

”

THE VISIONARY MAN A SAGA OF **EXCELLENCE**

The heritage of Amba Group spans almost 50 years, beginning in 1974. The key values of quality and productivity are the foundation of the group's business while excellence and integrity are the key to the group's success.

The visionary- Shri S.K. Goel, with an experience of more than 50 years in the steel sector has been leading the group to the utmost heights of success. In addition to the highly qualified and expert technocrats at the top levels, the Amba group has a consistently hard working & dedicated team. It is the collective diligence, dedication and professionalism of each and every person working for the group that has enabled us to achieve tremendous growth.



“
**SOME ARE LOST
IN THE FIRE**
SOME ARE BUILT FROM IT
”

MR. KAMAL GOEL
(Managing Director)

THE **UNSTOPPABLE**

A brave leader, a magnetic and dynamic personality, who always has a clear idea of how the future should look like. He always sets out concrete steps to bring a vision into reality and then he guides the group in the desired direction to the utmost heights.

He never settles for just 'good enough'. He never gives up, even when things get difficult and always comes out as a true winner. His persistence and dedication always have just one goal: the best.



AMBA GROUP INNOVATION FOR A SUSTAINABLE FUTURE

Trust and transparency are the two most important pillars of Amba Group. We are honest in our commitment for developing leading-edge solutions in technology, processes and products.

We are always dedicated to producing unmatched quality products, focus on time delivery and extending services based on global standards and expertise. Revolutionary and innovative decisions of the group have always motivated the entire steel industry. We use the latest technologies available throughout the world, which all together give the best rebars. Our plants, technology and team of highly experienced technocrats are the reason for our meritorious products that are second to none.

Our transparent business ethics and direct relations with our clients make us the most trustworthy steel producer of the nation.

North India
High-tech Plant

OUR JOURNEY

Amba Shakti has always been committed towards the best quality products. The story of Amba Shakti started in 1974 with its first plant in **Muzaffarnagar**, Uttar Pradesh. In no time, the company spread its wings and set up plants in:

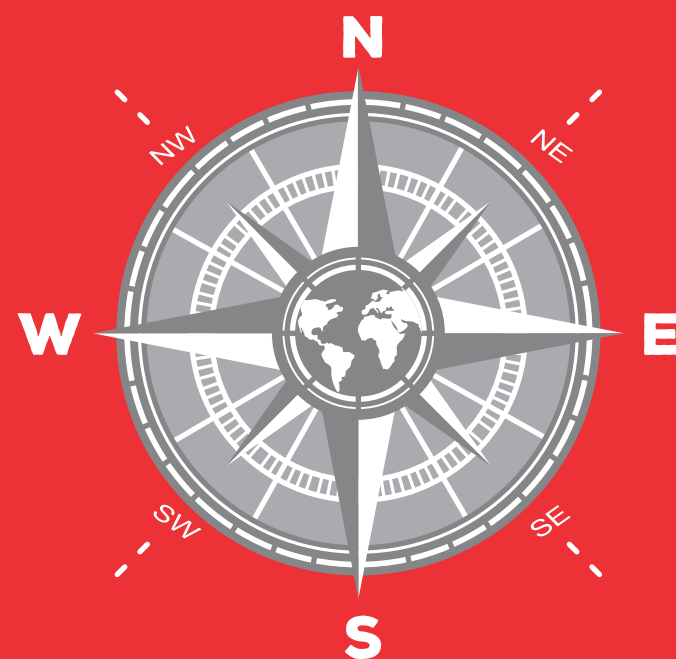
Goa - A pioneer plant in the south, catering to the southern regions of the country. It was the very first plant of its kind when it was set up and it is one of the most recognized names even today.

KalaAmb (H.P.) - An epitome of innovation, this plant was one of the first to test new technologies in the entire country, paving a pathway for the future plants. It caters to the northwest region of India, additionally it also supplies to areas to areas like Leh and Kargil.

Gwalior (M.P.) - A truly refined plant built from the ground up, based on the revolutionary direct charging

technology (first tested in KalaAmb), it showed the world what a next generation plant looks like. It caters to the central and the western regions of the country.

The group has now setup its latest plant in **Sikandrabad** (U.P.). A masterpiece, it is a sight to behold. It is the largest plant in Northern India, featuring a world class half a million ton rolling mill that is second to none and a steel melting shop that employs the latest technologies available throughout the world, which, when combined, give the best rebars.



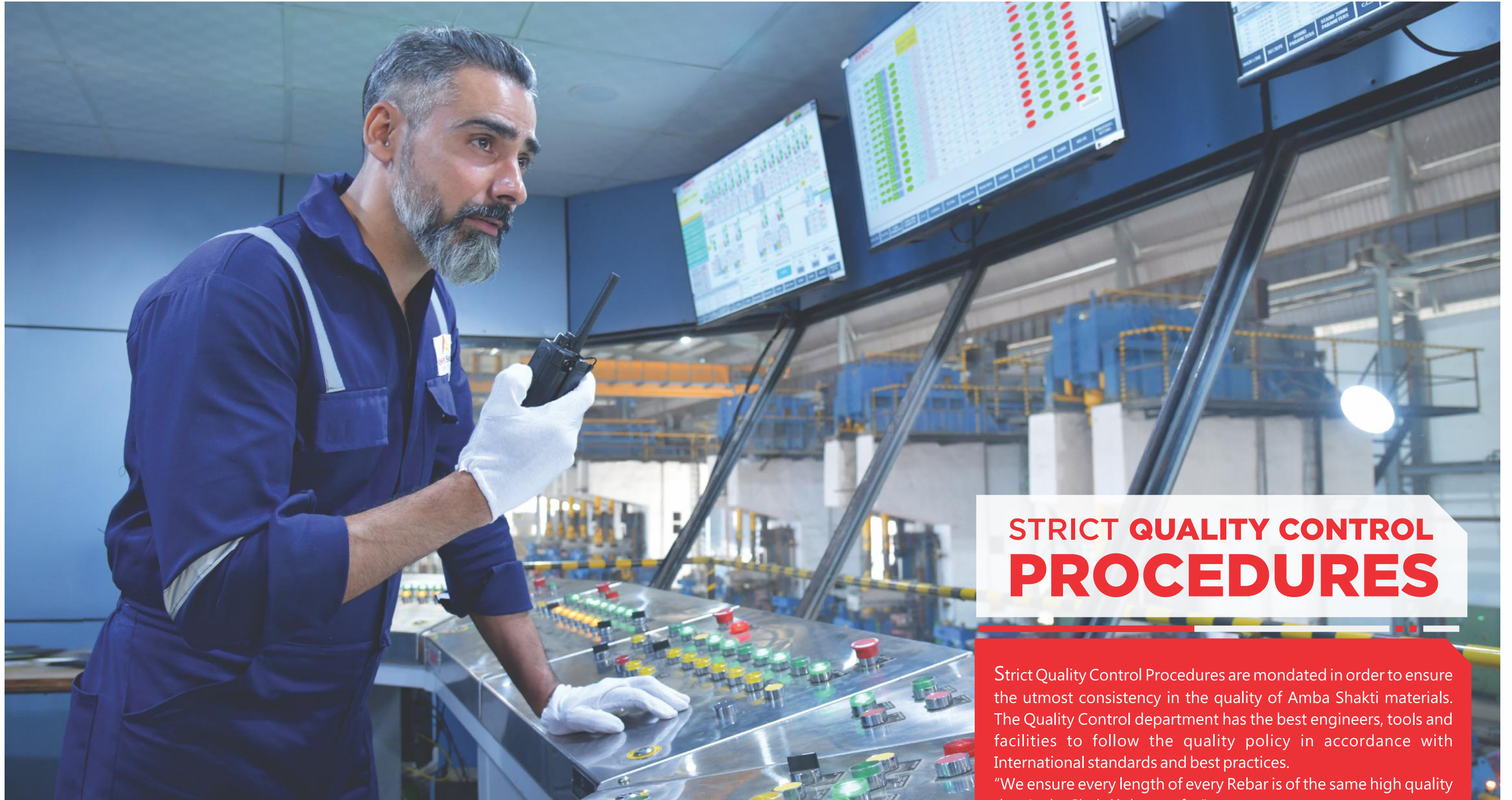
MUZAFFAR NAGAR : TMT Bar, Angle, Channel
GOA : TMT Bar, Sponge Iron, Angle, Channel, Billets
KALA AMB: TMT Bar, Angle, Channel, Billets
GWALIOR: TMT Bar, Angle, Channel, Billets, Wire Rods
SIKANDRABAD : TMT Bar, Angle, Channel, Billets, Wire Rods



WORLD RENOWNED TECHNOLOGY

It's Horizontal - Vertical technology gives perfect and uniform ribs and the exact same girth or length at any point to our TMT Bars and also ensures constant diameter, constant weight and the higher grades. This is crucial in construction of larger structures as it provides "no weak point" in the rebar for the stress to accumulate thus ensuring higher strength and survivability of the construction.

Amba Shakti is the **Only plant in Northern India** to possess this technology.



STRICT QUALITY CONTROL PROCEDURES

Strict Quality Control Procedures are mandated in order to ensure the utmost consistency in the quality of Amba Shakti materials. The Quality Control department has the best engineers, tools and facilities to follow the quality policy in accordance with International standards and best practices. "We ensure every length of every Rebar is of the same high quality that Amba Shakti is known for".



THE NORTH STAR MOST HI-TECH PLANT

North Star is the brightest and the closest star in the galaxy, a symbol of trust which always points out a particular direction. Our latest plant in Sikandrabad, Uttar Pradesh is the brightest and the most well equipped plant of Northern India. It will give a new revolutionary direction to the whole steel industry. With technologies matching and even exceeding that of the leading players, this plant holds the ability to manufacture the best steel - unmatched by any in the northern sector.

It encapsulates a Pollution Processing Unit that recaptures 98% of the fumes emitted which ensures our commitment for a greener Earth. At no point, we use furnace oil or coal which is hazardous to our environment - **The best in the country!**



98%
LESS FUMES

OUR **PROCESS**

RAW MATERIAL SEGREGATION & PROCESSING



MELTING & REFINING



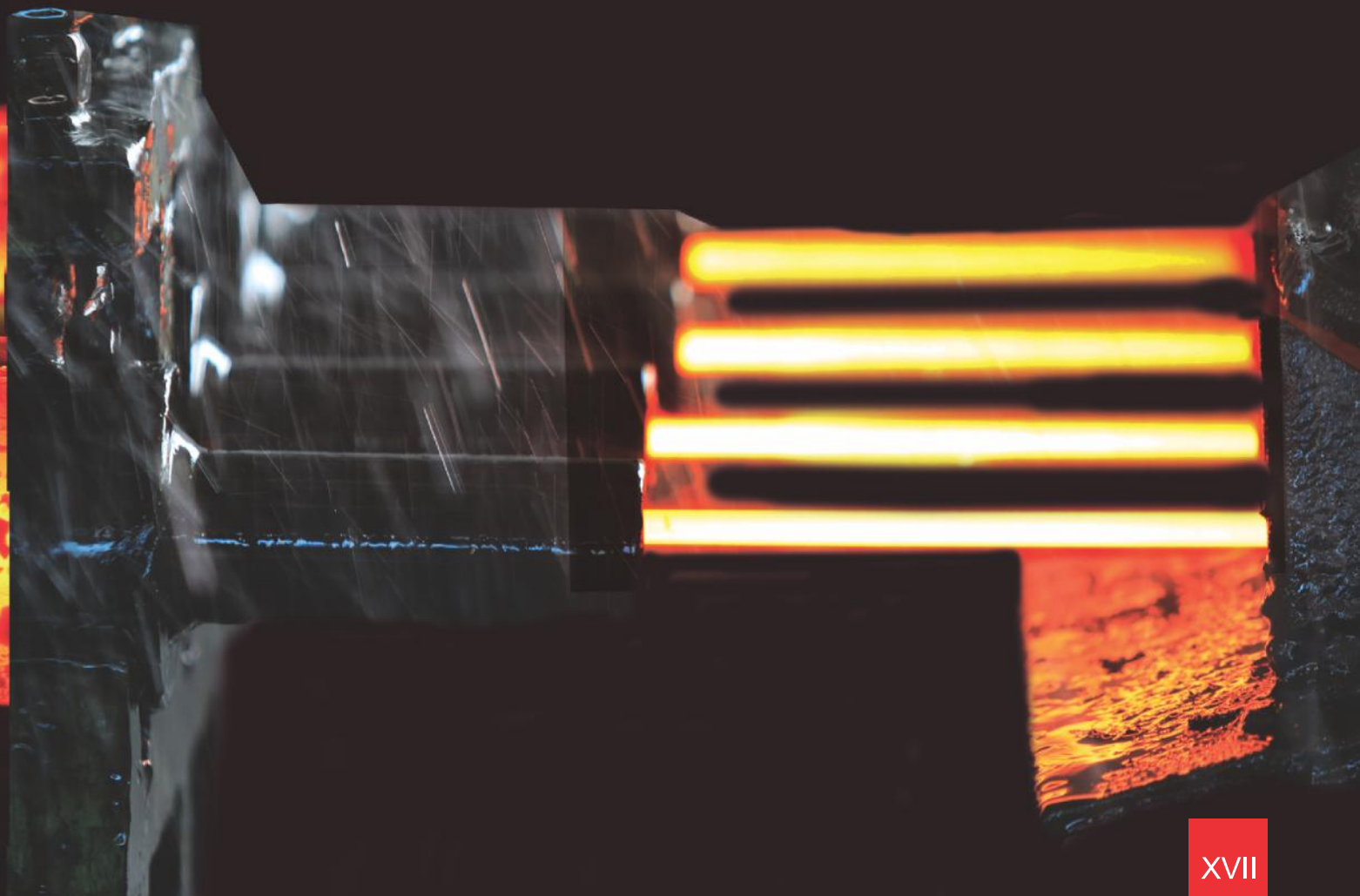
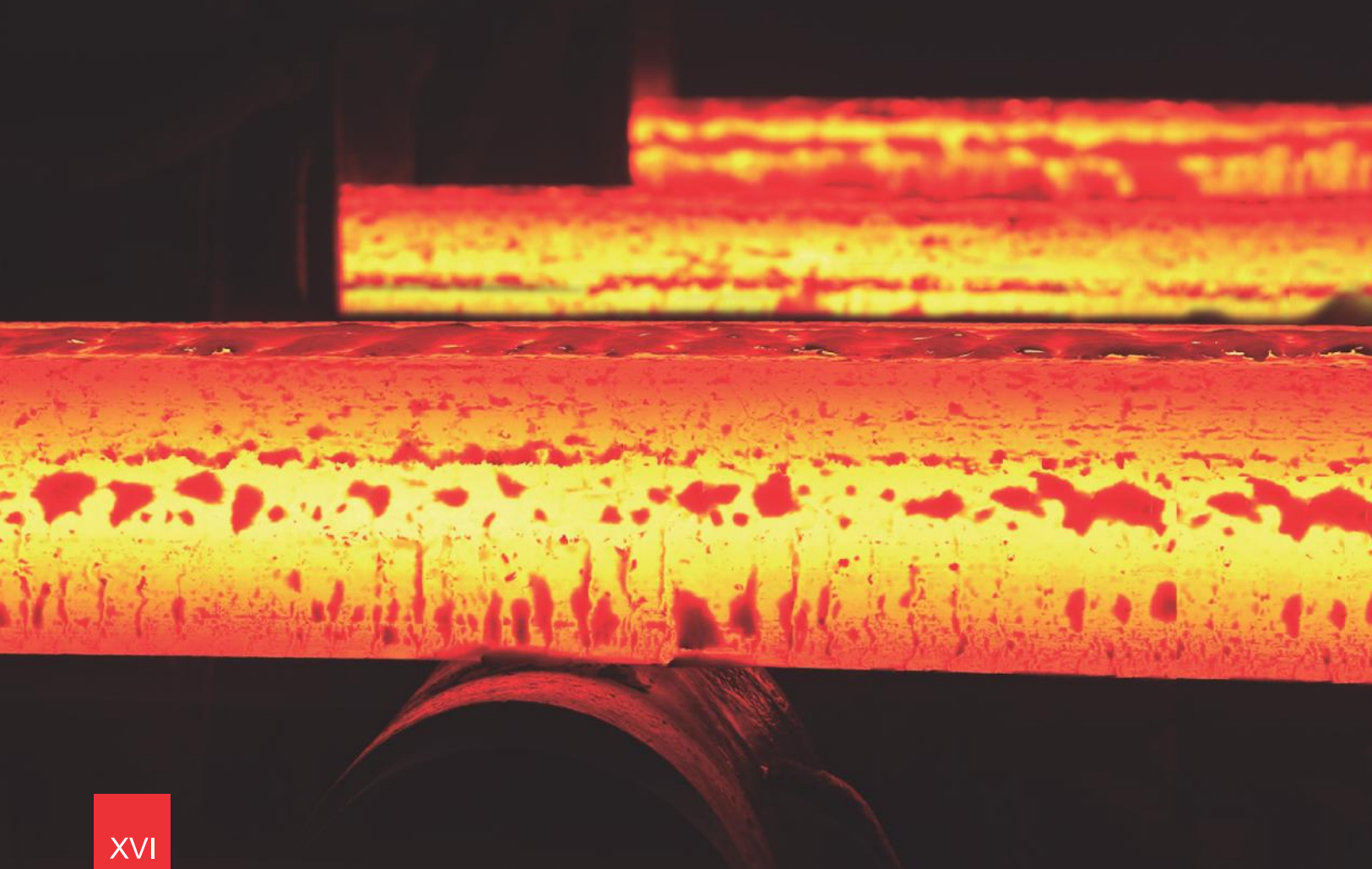
CASTING



DIRECT ROLLING

SLITTING **GUIDE**

A roller slitter guide designed for the slit rolling production of reinforcing bars, this guide may be used for the slitting of four strand or five strand re bars, the guide is installed on the mill stand rest bar using a special guide holder, the guide holder is equipped with FPA (fine pass adjustment) system for accurate alignment with the receiving roll pass.





AUTOMATED BAR HANDLING

Automated Bar Handling provides even bundles every time and the latest bundling machines allow us to offer a single bundle of up to 4 tons, for our esteemed commercial clients. These high weighted bundles reduce the chances of theft in delivery to virtually none. It is impossible to pull out bars from these sealed bundles and once the seal is broken, it cannot be rejoined. You get exactly same what you pay for. Value for your every coin. This makes Amba Shakti SD TMT, the best companion for any kind of construction and achieve the highest compliance rates, health safety and environmental measures.



AMBA AND INNOVATION

We are committed to untiring research into a new material applications and processing Technologies and will continue to provide products that satisfy the needs of our clients.



ELECTRIC FURNACE

Ultra-modern electric furnace allows us to control the chemistry better and direct charging helps the core properties of steel to be retained. We use only the best raw material to make graded unmatched products.



CNC ROLL FORMING

We use CNC machine, instead of the conventional lathe machines found in old mills, for all roll cutting. This allows for accurate geometric dimension cutting in the passes resulting in perfect grooves in the rebars for best bonding with concrete. CNC roll cutting is ideal for machining slit pass form and is highly suitable for composite and high speed steel (HSS) rolls.



HSS ROLLS

The Quality of rolls used in a mill defines the sustainability of a Rebar. We use composite HSS rolls, the best rolls available in the world to make our products. Apart from giving the rebars their much acclaimed AMBA SHAKTI shine, they layer the rebars with a protective barrier which makes the rebars resistant to corrosion.



MANUFACTURING SETTING A TREND

Chemistry: AMBA SHAKTI 500 SD TMT Bars are made with a controlled chemistry of Carbon, Sulphur, Phosphorous and other alloying elements. Carbon equivalence is maintained at the perfect range to facilitate excellent strength and weldability.

Rolling : The billets are rolled in the most advanced Horizontal-Vertical mills with all PLC controlled drives for maintaining very narrow range of temperatures, minimum rolling time and other rolling parameters which are critical in making the rebars super ductile.

'Thermax' TMT : The Thermo Mechanical Treatment quenching process of our rebars is carried out via the latest variant of 'Thermax' technology from Germany. This variant comes equipped with online automated control of water pressure, nozzle angle and the rate of water flow thus allowing for superior control over even the minutest variables. When the cut ends are etched in Nital, every AMBA rebar shows three distinct layers of Martensite, Bainite and Pearlite clearly, as proof of our higher Yield Strength.

All of the above processes combine to make our products much stronger than conventional rebars. Amba Shakti SD TMT gives upto 20% more strength to concrete structures with the same quantity of steel.



Amba Shakti 500 SD TMT bars are super ductile SD. they have higher ultimate tensile strength ratio which ensures that our TMT bars when is trade beyond yield strength which may happen during an earthquake will absorb stress easily and to a much higher extent without any danger of sudden rock rupture.

SD
MORE ELONGATION
SUPER DUCTILITY

PROMINENT FEATURES OF AMBA SHAKTI 500 SD TMT BARS

ENSURE EVERLASTING CONSTRUCTION

- Uniform strength and ductility throughout each bar unlike other TMTs whose properties vary from meter to meter.
- Higher yield stress and better UTS ratio.
- Sophisticated computerized 'Thermax' quenching process.
- Use of only Grade A raw material to make our steel.
- Use of CNC cut rolls that facilitate perfect notching grooves to ensure strong bonding with concrete during earthquake conditions.
- Amba Shakti 500 SD Bars are available in grades Fe 500 & 550.
- Use of HSS rolls which provide a protective oxide layer on surface giving better Corrosion Resistance.
- Manufactured in a captive steel plant and not in a rolling mill- The only pure steel rebars available in North India.
- Fire Resistance ability.
- Easier to weld. No pre-warming or post- heating required.
- Available in the range of 8 mm to 32 mm.
- A mark of 'Amba Shakti 500 SD' at every meter along with size.
- Excellent bendability enabled through stringent control of rolling parameters.
- Automatic bending for perfect uniform bend on all the bundles.
- Online weighing facilities for stringent weight control.
- Only company to offer 4 ton bundles with automated bundling. This ensures that the only people who can open the bundles are the consumers themselves ruling out any opportunity for theft during transportation.



AT AMBA SHAKTI GROUP

The company is involved in a variety of social efforts with the main listed below:

Education: The main focus of the company has been towards Child Education. We believe that the future of the country can only be bright when each one of us is educated. It is our goal to help as many children get education as possible to help realize that dream. Amba Shakti regularly works with organizations who are making a strong effort in this area and is always looking to do more.

Greenification: As an Industry we look to offset whatever small emissions we are letting into the climate by various means of control and plantation. We have installed the globally best available pollution control system in our facilities that capture unto 99% of the emissions but even for the rest we conduct Tree Plantation Drives in various surrounding areas.



We stand firm to deliver excellence by updating ourselves with the latest technology and developments.
We are persistent and diligent in keeping the quality at par with what we promise.
This commitment makes us the pioneer in the steel industry - AMBA STEEL



SABKA HAI HUM PAR YAKEEN...