

ENGINEERED TO ADD VALUE.



ADDING VALUE

THROUGH QUALITY PEOPLE, PRODUCTS AND PROCESSES

1947 – India gains independence and the seeds are sown for the establishment of the world's largest democracy. Coincidentally, the industrial giant we know today as Mahindra & Mahindra (M&M) took shape at the same time, diversifying from steel trading to manufacturing and allied activities.

Steel trading continued to be a core activity for the M&M group, post independence, handled by its Intertrade Division. A need was then felt to provide value-added services in the steel supply chain, thus giving birth to MSSCL – Mahindra Steel Service Centre Ltd. – located at Kanhe (near Pune). This was the first steel service centre in the organised sector and was equipped with state-of-the-art equipment. MSSCL focused on the just-in-time (JIT) delivery of processed steel to its customers, a concept hitherto unknown in the country.

Post liberalisation, the Indian manufacturing sector started making rapid strides, exposing local players to global competition. This necessitated streamlining the trading and steel processing operations. Steel operations were accordingly converted into an independent subsidiary of M&M – Mahindra Intertrade Limited (MIL), in 1999.

MIL consolidated all steel-related operations – import, export, processing and supply chain management under one roof, and enhanced its footprint overseas when it set up a service centre in Sharjah, UAE in 2005.

MIL, together with its subsidiaries, has since grown its footprint and has established processing facilities at Nashik, Vadodara and Bhopal in addition to Kanhe and Sharjah. Another project is now being implemented at Naini, near Allahabad.



In the new millennium, more than ever before, the success of a business depends not only on the bouquet of services or products offered, but also on quality, service, reliability and sustainability put together. In tune with changing market dynamics, MIL's focus is on customer centricity, quality and value creation as reflected in the company's Mission, Vision and Strategic goals. MIL's current and future growth is driven by the two mantras of *proximity* and *service*.

MISSION

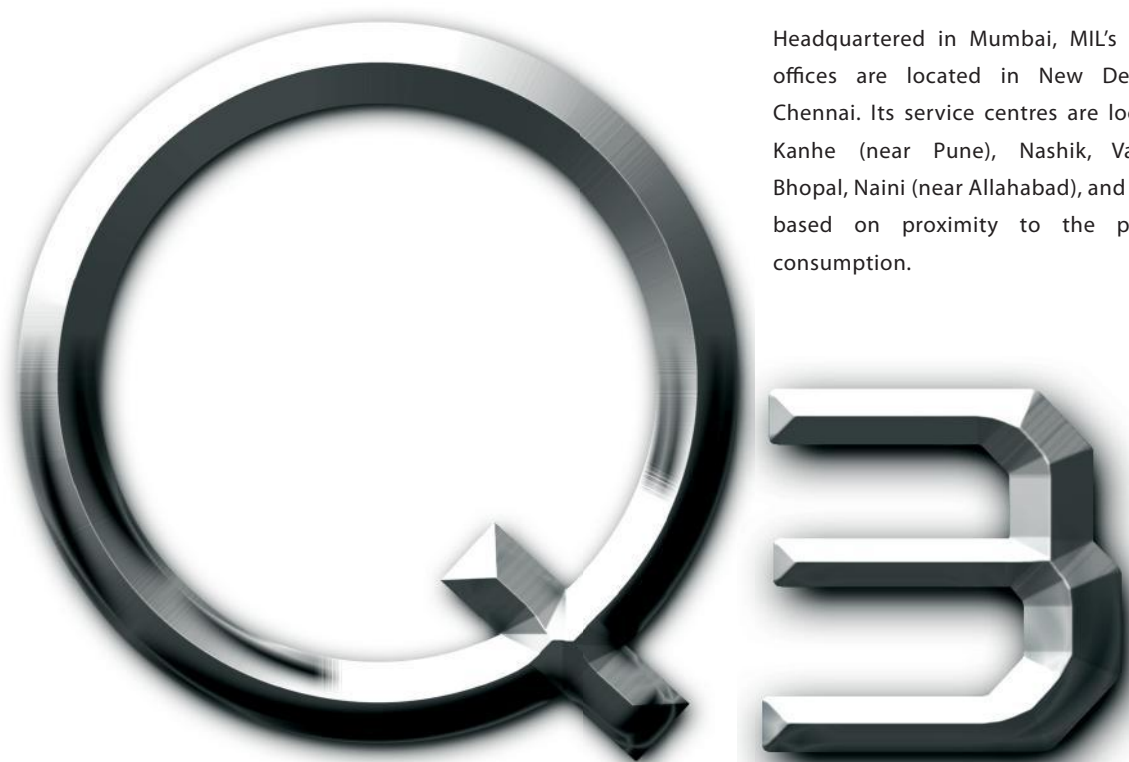
Customer delight through value creation will be an article of faith in our pursuit of sustainable growth

VISION

To achieve sales of 2 million tpa of steel, by 2015

STRATEGIC GOALS

- Value creating partnerships based on *proximity* and *service*
- Venturing into *two new businesses*
- Happy and enthused employees – a *Gallup Q12 score of 4.25*
- Customer satisfaction – an *IMRB CSI score of 80*



Simply put, Q3 is quality people adding value through quality products using quality processes.

Why Q3? Today's customer looks far beyond hygiene satisfaction factors. He seeks delight, and beyond. MIL delivers.

Headquartered in Mumbai, MIL's regional offices are located in New Delhi and Chennai. Its service centres are located at Kanhe (near Pune), Nashik, Vadodara, Bhopal, Naini (near Allahabad), and Sharjah, based on proximity to the point of consumption.

OUR BUSINESS GROUPS

- Steel Service Centre Group (SSC)
- Technical Business Group (TBG)
- Metals and Ferro Alloys Group (MFA)
- Steel Trading Group (STG)

OUR SERVICES

Auto Steel Processing

Blanking/Profile Blanking

Slitting

Shearing/Cut-to-length

Auto Stampings, Assemblies & Components

Electrical Steel Processing

Slitting

CRGO Lamination Cores

Electrical Stampings

Trading

Steel Sourcing

Steel Trading

Metals & Ferro Alloys

Steel Scrap

Financial & Logistics Services

Warehousing

Financing

Forex Risks

Logistics

Other Services

Tyre Testing Machinery

High Pressure Compressors

Industrial Systems & Processes

STEEL SERVICE CENTRE GROUP (SSC)

The Steel Service Centre Group (SSC) handles sourcing of both domestic and imported steel, processing and supply chain functions in India and in the Middle East. SSC manages a network of service centres and is one of the largest merchant importers of steel in India.

SSC broadly handles two categories of steel, namely:

- Electrical steel (CRGO and CRNO)
- Automotive steel

OUR COMPANIES:

- Mahindra Intertrade Ltd. – MIL
- Mahindra Steel Service Centre Ltd. – MSSCL
- Mahindra MiddleEast Electrical Steel Service Centre – MME
- Mahindra Electrical Steel Ltd. – MESL

OUR OPERATIONS:

- MIL, Nashik, Maharashtra
- MIL, Vadodara, Gujarat
- MSSCL, Bhopal, Madhya Pradesh
- MSSCL, Pune, Maharashtra
- MME, Sharjah, UAE
- MESL, Naini, Uttar Pradesh
(SoP : Aug 2012)

Processing operations include slitting, shearing and profiling of automotive steel; and slitting (CRGO / CRNO), lamination cores (CRGO) and stampings (CRNO) of electrical steel.





NASHIK OPERATIONS, MIL MAHARASHTRA, INDIA

Auto : Blanking & Profiling (CR)

Mahindra Intertrade's blanking facility at Nashik is a merchant producer of blanked automotive skin panels. In keeping with its tradition of pioneering process and product innovation, M&M was the first automotive major in India to outsource manufacturing of blanked body profiles, or skin panels, thus rewriting the rules of the business in India.

This plant has one of the most advanced blanking lines in India sourced from Müller Weingarten (now Schuler Inc.) of Germany. This high precision line is capable of processing steel coils for supply of automotive body profiles, and rectangular and trapezoidal sheets required for press shop operations. This is the widest line operational in India in its class, capable of handling coils with width of 2040 mm.

Strategically located 25 km from Nashik city, the plant is ideally situated to cater to the automotive belt in the Western region.

Technical specifications

Blanking Line

Müller Weingarten (now Schuler Inc.), Germany

Width range : 500 mm to 2040 mm

Thickness range : 0.50 mm to 2.00 mm

Length range : 300 mm to 3800 mm

Press capacity : 600 t

Bolster size : 2600 mm to 4700 mm





VADODARA OPERATIONS, MIL GUJARAT, INDIA

Electrical : Slitting & Lamination Cores (CRGO /CRNO)

Mahindra Intertrade's electrical steel facility at Vadodara caters to the requirements of processed electrical steel required by transformer majors located in the Western region.

This plant, like all other MIL plants, uses state-of-the-art equipment, sourced from Heinrich Georg of Germany and Nittetsu Denji Corp. of Japan.

The high precision lamination line is the widest such facility in its class and is capable of handling coils up to 1020 mm.

Strategically located 25 km from Vadodara city, the plant is ideally situated to cater to the processed steel requirements of the transformer manufacturing hub in Gujarat.

Technical specifications

Slitting Line

Nittetsu Denji Corp., Japan

Width range : 300 mm to 1300 mm

Thickness range : 0.18 mm to 1.00 mm

Lam Line

Heinrich Georg Maschinenfabrik, Germany

Width range : 100 mm to 1020 mm

Thickness range : 0.23 mm to 0.35 mm

Length range : 500 mm to 5000 mm





BHOPAL OPERATIONS, MSSCL MADHYA PRADESH, INDIA

Electrical : Slitting & Lamination Cores (CRGO /CRNO)

Mahindra Steel Service Centre's electrical steel facility at Bhopal caters to the requirements of processed electrical steel required by transformer majors located in the region.

The plant is equipped with high precision state-of-the-art processing lines from Heinrich Georg of Germany and Nittetsu Denji Corp. of Japan.

The lamination line is the widest such facility in its class and is capable of handling coils up to 1020 mm.

Strategically located in the industrial belt of Bhopal, the plant is ideally situated to cater to the processed steel requirements of the transformer manufacturing hub in the region as well as the electrical steel requirements of the Home Appliance industry in northern India.

Technical specifications

Slitting Line

Nittetsu Denji Corp., Japan

Width range : 300 mm to 1300 mm

Thickness range : 0.18 mm to 1.00 mm

Lam Line

Heinrich Georg Maschinenfabrik, Germany

Width range : 100 mm to 1020 mm

Thickness range : 0.23 mm to 0.35 mm

Length range : 500 mm to 5000 mm





PUNE OPERATIONS, MSSCL MAHARASHTRA, INDIA

Auto : Slitting & Shearing (HR /CR)

**Electrical : Slitting & Lamination Cores
(CRGO / CRNO), Stampings (CRNO)**

Mahindra Steel Service Centre's facilities at Kanhe (near Pune) process Cold Rolled, Hot Rolled, Cold Rolled Non Grain Oriented and Cold Rolled Grain Oriented steel for transformers, white goods and automotive applications.

MSSCL is the first steel service centre in the organised sector in India to be set up as an integrated facility catering to diverse end-use segments, namely, automotive, power and home appliances.

This plant uses best-in-class manufacturing facilities for processing automotive as well as electrical steel with the equipment sourced from Heinrich Georg of Germany, Nittetsu Denji Corp. of Japan and Esmech of India.

The upcoming CRNO Stampings' state-of-the-art manufacturing plant offers electrical stampings, as well as stress relieving and Aluminium infusion, one of the few such facilities in the country.

Strategically located in the industrial belt of Pune, the plant is ideally situated to cater to the processed steel requirements of auto OEMs, and their vendors spread across Chakan, Talegaon and Ranjangaon, as well as major transformer manufacturers located in Maharashtra.



Technical specifications

Electrical

CRGO/CRNO Slitting:

Slitting Line

Nittetsu Denji Corp., Japan

Width range : 300 mm to 1300 mm

Thickness range : 0.18 mm to 1.00 mm

CRGO Laminations:

Lam Line I

Heinrich Georg Maschinenfabrik, Germany

Width range : 80 mm to 840 mm

Thickness range : 0.23 mm to 0.35 mm

Length range : 450 mm to 4500 mm

Lam Line II

Heinrich Georg Maschinenfabrik, Germany

Width range : 50 mm to 540 mm

Thickness range : 0.23 mm to 0.35 mm

Length range : 300 mm to 3000 mm

Lam Line III

Heinrich Georg Maschinenfabrik, Germany

Width range : 100 mm to 1020 mm

Thickness range : 0.23 mm to 0.35 mm

Length range : 500 mm to 5000 mm

CRNO Stampings (SoP : Sep 2011):

Slitting Line

Nittetsu Denji Corp., Japan

Width range : 300 mm to 1300 mm

Thickness range : 0.18 mm to 1.00 mm

Stampings Line

Press I

Aida Stamping Technology, Japan

Capacity : 300 t high speed press

Press II

Ing Yu Precision Industries, Taiwan

Capacity : 125 t high speed press

Stress Relieving by heating

Seco Warwick Allied Pvt. Ltd., India

Capacity : 1.5 tph

Aluminium Infusion Line

TCS Molding Systems, Italy

Capacity : 13 to 15 seconds / rotor

Rotor diameter : 35 mm to 90 mm

Maximum stack length : 150 mm

Auto

Slitting Line

Esmech, India

Width range : 600 mm to 1320 mm

Thickness range : 0.50 mm to 4.55 mm

Feeder (Cut- to- length) Line

Esmech, India

Width range : 150 mm to 800 mm

Thickness range : 0.65 mm to 4.55 mm

Length range : 200 mm to 6500 mm

Shearing Line

Esmech, India

Width range : 250 mm to 1650 mm

Thickness range : 0.65 mm to 2.30 mm

Length range : 250 mm to 4000 mm





SHARJAH OPERATIONS, MME SHARJAH, UAE

Electrical : Slitting & Lamination Cores (CRGO / CRNO)

Mahindra MiddleEast Steel Service Centre caters to the requirements of electrical steel for customers located in GCC, and has the distinction of being the first steel service centre set up by an Indian corporate overseas, and the first such facility in the region.

MME is the largest supplier of processed electrical steel in the region, and is well positioned to contribute to the growth of the transformer manufacturing industry in GCC.

This plant uses a high precision slitting line sourced from Nittetsu Denji Corp. of Japan.

Technical specifications

Slitting Line

Nittetsu Denji Corp., Japan

Width range : 300 mm to 1300 mm

Thickness range : 0.18 mm to 1.00 mm

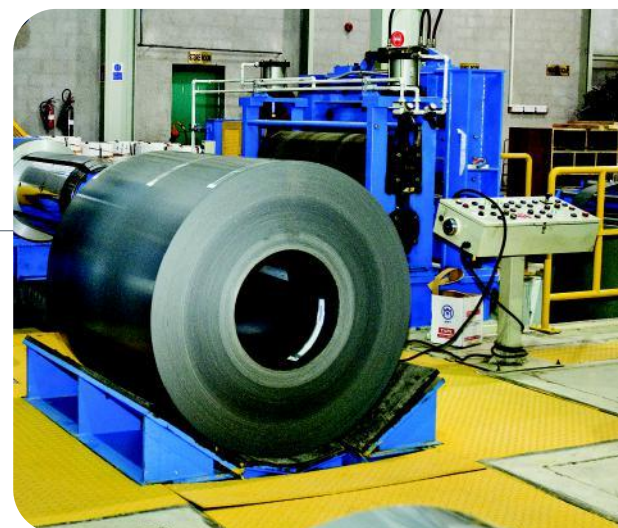
Lam Line (SoP : Sep 2011)

Heinrich Georg Maschinenfabrik, Germany

Width range : 100 mm to 1020 mm

Thickness range : 0.23 mm to 0.35 mm

Length range : 500 mm to 5000 mm



UPCOMING PROJECTS

MAHINDRA ELECTRICAL STEEL LIMITED (MESL), NAINI, UTTAR PRADESH

(SoP : Aug 2012)

Electrical : Slitting & Lamination Cores (CRGO / CRNO)

Mahindra Electrical Steel Limited is Mahindra's first electrical steel service centre in northern India, catering to the electrical steel requirements of transformer majors in northern region.

Technical specifications

Slitting Line

Nittetsu Denji Corp., Japan

Width range : 300 mm to 1300 mm

Thickness range : 0.18 mm to 1.00 mm

Lam Line I

Heinrich Georg Maschinenfabrik, Germany

Width range : 100 mm to 1020 mm

Thickness range : 0.23 mm to 0.35 mm

Length range : 500 mm to 5000 mm

MAHINDRA INTERTRADE LIMITED, (MIL), PUNE, MAHARASHTRA

Auto : Slitting, Shearing, Blanking and Profiling (CR/HR/HRPO/Coated)

Mahindra Intertrade's upcoming service centre at Kanhe will cater to the requirements of the Automotive hub in the western region, and help position us as the leading steel processor in this belt.

Technical specifications

Slitting line (CR/HRPO/Coated)

Width range : 100 to 1600 mm

Thickness range : 0.6 to 6.5 mm

Cut to length line (HR/HRPO)

Width range : 100 to 1600 mm

Thickness range : 1.4 to 10.0 mm

Length range : 150 to 4000 mm

Blanking line (CR/Coated/High tensile CR)

Width range : 500 to 1850 mm

Thickness range : 0.5 to 2.0 mm

Length range : 150 to 4000 mm

Press capacity : 800 t

TECHNICAL BUSINESS GROUP (TBG)

Technical Business Group provides sales, warranty and post-warranty services to customers including installation, commissioning and maintenance of equipment by factory-trained engineers in the tyre testing and compressed air space.

TBG caters to diverse industries like tyre, auto OEMs, petrochemicals, heavy engineering, power, defence labs, R&D labs, boiler manufacturers, and even educational institutions.

TBG successfully commercialised Heat Pumps and De-Superheaters (developed and patented by IIT Bombay's Heat Pump Laboratory).

TBG'S OFFERINGS:

- State-of-the-art tyre uniformity machines, tyre balancing machines, profilometers and other tyre testing machines.
- Ultra high pressure air & gas compressors.
- Multi-axis scanning systems.



METAL & FERRO ALLOYS GROUP (MFA)

MIL's relationship with major Indian steel producers coupled with global sourcing and financing capabilities has helped create Metals & Ferro Alloys Group. It provides sourcing, financing, logistics, marketing, purchasing and warehousing (stocking and delivery on JIT basis) services.

THE GROUP'S VALUE PROPOSITION EVOLVES FROM:

- Competitive prices
- Efficient transaction management
- Ability to source small lot requirements
- Logistic and financial support

MFA'S OFFERINGS :

- Shredded scrap
- HMS scrap
- Ferro Alloys:
 - Molybdenum Oxide
 - Ferro Molybdenum
 - Manganese Metal
 - Fluorspar
 - Low Carbon Ferro Chrome



STEEL TRADING GROUP (STG)

Steel trading was the first business of the Mahindra Group.

The Steel Trading Group has been engaged in import of both flat as well as long steel products. It is one of the leading suppliers of steel to the transformer and automotive industries in India, sourcing the bulk of its steel from mills in South Korea, Japan, China, Taiwan and Europe.

STG has evolved from being indenting agents to creating value for its customers in the steel supply chain by offering services such as warehousing, financing, logistics management, et al.

THE GROUP'S VALUE PROPOSITION EVOLVES FROM:

- Competitive prices
- Efficient transaction management
- Logistic and financial support





WE CARE. WE SHARE.



At the Mahindra Group, Corporate Social Responsibility is not just a duty, it is a way of life. In 2005, the Group celebrated its 60th anniversary by renewing its commitment towards CSR by pledging 1% of its annual profit after tax every year for such initiatives.

A unique CSR initiative – ESOPs (Employee Social Options) – enables Mahindra employees to collectively donate thousands of man-hours for various social projects in the areas of education, health and environment, allowing us to contribute not just our wealth, but our time as well for CSR-related initiatives.

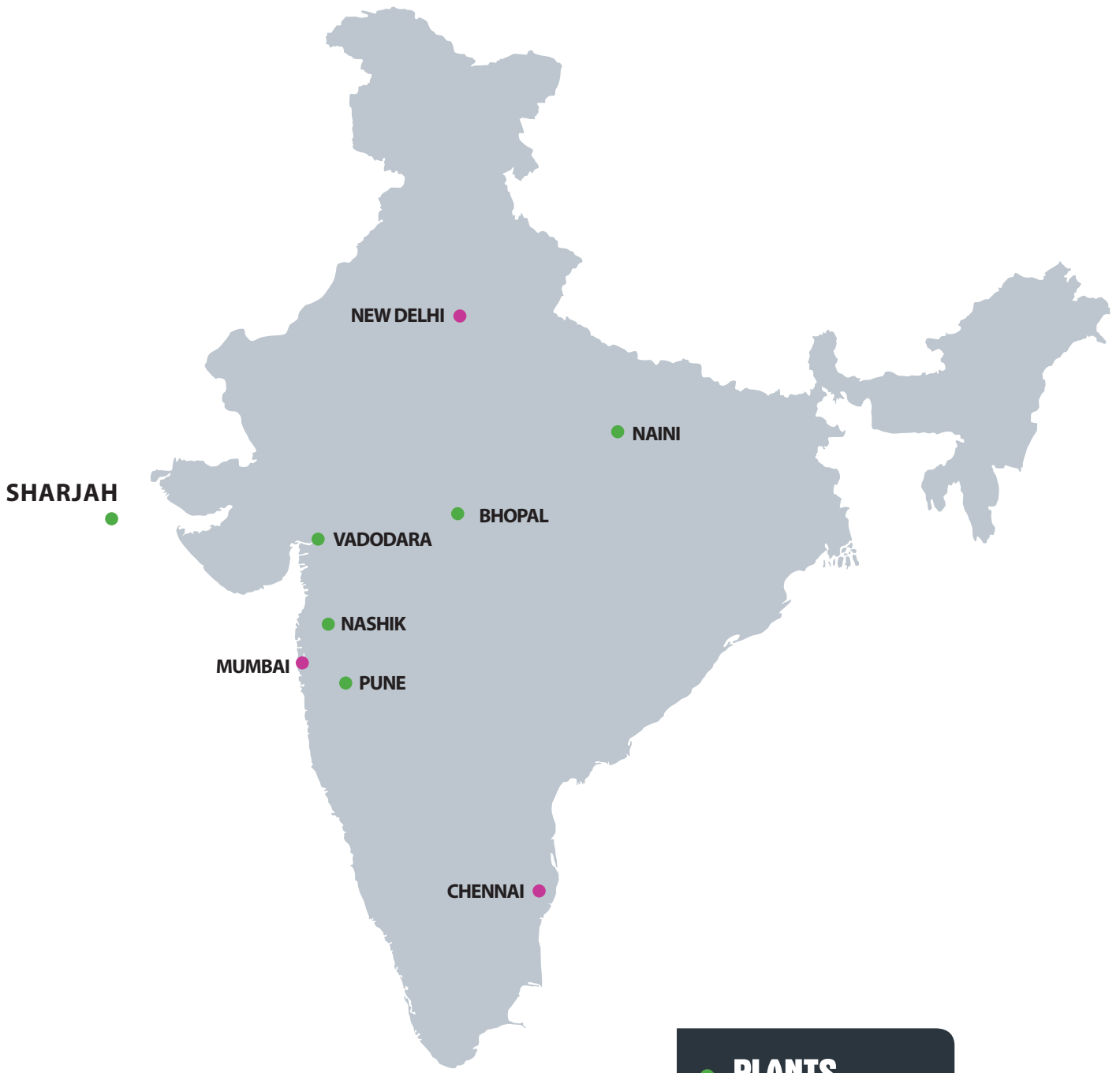
MIL's CSR programmes too relate to initiatives in these areas, such as, establishing an Aanganwadi, supporting the Nanhi Kali girl child, blood donation camps, health check-ups, provision of street lights in villages, tree plantation, et al.

In October 2008, the first Mahindra Group Sustainability Report was released, setting out its 'triple bottom line' performance for the year 2007-08, i.e., performance towards the environmental, societal as well as economic aspects towards creating sustainable value for all its stakeholders. This was in accordance with the guidelines of the internationally accepted, Global Reporting Initiative (GRI) and has been externally assessed by Ernst & Young and conforms to the highest level for reporting Sustainability performance, which is A+. This was followed by reports in 2009 and 2010, both of which too have been assessed at A+.



OUR FOOTPRINT

MULTICITY. MULTIFACILITY.



● PLANTS
● SALES OFFICE

GROWTH IS IN OUR DNA

NAINI 2012



BHOPAL 2010



VADODARA 2008



NASHIK 2007



SHARJAH 2005



PUNE 1993



• Mahindra Intertrade Limited
At & Post Gonde, Taluka Igatpuri,
Dist. Nashik – 422403, Maharashtra, India
Ph : +91 2553 225632
Fax : +91 2553 225635

• Mahindra Intertrade Limited
132 KV/2, GIDC Savli Industrial Estate
Manjusar, Taluka Savli,
Dist. Vadodara – 391770, Gujarat, India
Ph : +91 2667 264762
Fax : +91 2667 264763

• Mahindra Steel Service Centre Limited
At & Post Kanhe, Taluka Maval,
Dist. Pune – 412106, Maharashtra, India
Ph : +91 2114 255348
Fax : +91 2114 255433

• Mahindra Steel Service Centre Limited
C-10 & 11, Industrial Area, Mandideep Phase-II
Dist. Raipur – 462046, Madhya Pradesh, India
Ph : +91 7480 281000
Fax : +91 7480 282777

• Mahindra MiddleEast Electrical Steel Service Centre
P3, 11-12, Sharjah Airport International Free Zone
P.O. Box 8114, Sharjah, United Arab Emirates
Ph : +971-6-5573435
Fax : +971-6-5573436

• Mahindra Electrical Steel Limited
Plot B3/1, Mirzapur Road, UPSIDC Industrial Area, Naini
Dist. Allahabad – 211010, Uttar Pradesh, India

