

# INDIAN STAINLESS STEEL DEVELOPMENT ASSOCIATION

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**Celebrates 25 Year Anniversary**

6<sup>th</sup> - 7<sup>th</sup>, NOVEMBER 2014 | THE GRAND, NEW DELHI

## THE INDIAN STAINLESS STEEL DEVELOPMENT ASSOCIATION (ISSDA)

The Indian Stainless Steel Development Association (ISSDA) is the unifying point for the growth and development of stainless steel usage in India. Founded in 1989 by leading stainless steel producers, it was formed with the explicit objective of diversifying the applications of stainless steel in India and increasing usage volumes in the country. At the point of formation of ISSDA, the main visible application in daily life was essentially household kitchenware.

Through the focused efforts of ISSDA and its member companies, the widespread and visible use of stainless steel in different walks of life is all too evident, especially in the Architecture, Building & Construction (ABC) and the Automotive, Railway and Transportation (ART) sectors. All-stainless steel railway coaches, Delhi Metro coaches, wagons for carrying coal & minerals, airports, corporate buildings, retail shops & shopping malls, the ever-wider use by the hospitality industry, even bus stands, railway platform roofs, building hardware - you name it and stainless steel is making its presence felt there. It has become the most aspired material of construction for thousands of small and big things, apart from the chemical and food process industry where the use of stainless steel is mandatory. With the economy booming, there is increasing demand for a wider range of products and services in stainless steel.

Such a change of fortunes for this material has made been possible through unremitting creation of awareness about the benefits of stainless steel amongst engineers, architects, designers, railway men and a host of professionals responsible for specification of materials of construction and at the same time providing help to fabricators to fabricate and finish stainless steels in technically correct manner. Stainless steel melt production in India has increased from 0.5 million tonnes in 1994-95 to nearly 3million tonnes in 2012-13.

After about 25 years of persistent efforts, the influence of ISSDA is growing both in the private sector and the public sector (CPWD, Railways, Airports Authority etc.).

The technical strength of ISSDA is derived from its close association with the NICKEL INSTITUTE (NI [www.nickelinstitute.org](http://www.nickelinstitute.org)), the International Stainless Steel Forum and close collaboration with more than 20 national stainless steel development associations (SSDAs) around the world.

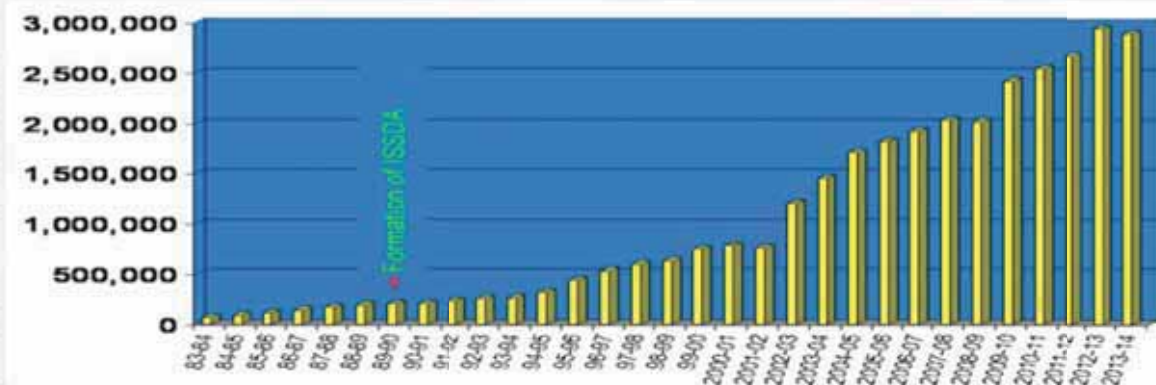
ISSDA has access to vast technical resources in the selection of proper grade of stainless steel for various service environments, as well as matters related to fabrication. This service is provided free of charge. ISSDA organizes workshops for specific end-use applications of stainless steel targeted at designers, material specifiers, engineers, architects, maintenance personnel; workshops for improving the quality of welding & fabrication; international conferences for increasing the awareness of applications among the stainless steel industry.



## 25 YEARS OF INDIAN STAINLESS STEEL INDUSTRY JOURNEY

In 1989, the Indian Stainless Steel Development Association (ISSDA) came into being with the objective of diversifying and expanding the domestic market for stainless steel. At that time, India was a very small player producing about 200,000 tonnes of stainless steel, primarily for the kitchenware market. In the year 2013-14 annual melt production of stainless steel rose to 2.90 million tonnes- (Mill products were 2.6 million tonnes). The historic chart below shows the production of India over three decades. In a matter of 22 years stainless steel production volume in India increased 14 times from 0.2 million tonnes to 2.92 million tonnes! From being a very small player in 1989, in 2014 India is ranked the 3th largest producer of stainless steel in the world, behind China, EU.

Now India is the World's 2nd largest user and 3rd largest producer of Stainless Steel

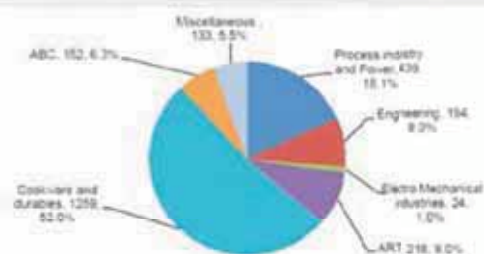


History of Stainless Steel Production ( tons )

## INDIA'S LONG MARCH

In the last two decades, stainless steel has undergone a tremendous change in perception and production volumes in India. From being seen as a material good only for kitchenware, it is now seen as a wonderful engineering material that lasts for decades and gives you value for money. A study of end use pattern for stainless steel made in 1993 showed that the total share of stainless steel by the construction and transportation (ABC & ART) sectors was less than 1% in India which is now nearly 16% still below a western world average of 26 % .

We firmly believe that in the ABC and ART sectors, we have largely initiated the curiosity for stainless steel. Newer sectors like household plumbing in thin-walled stainless steel and the water industry as a whole (potable water treatment, waste water treatment plants, large-dia pipes for carrying water), reinforcement bar for concrete, domestic and auto-LPG cylinders, automobile exhausts for two and four wheelers, bus bodies etc, should be the areas where benefits of use of stainless steel will be seen in times to come.



# ISSDA 25TH YEAR SPECIAL ISSUE

A special issue will be released on this occasion which will cover the remarkable journey of Indian stainless steel industry and ISSDA over these years showcasing some milestone achievements. It will be a booklet having long shelf life.

Book your space for advertisements in this special issue which will provide an excellent opportunity to reach out to a wider audience in and out of stainless steel industry.

## Advertisement Tariff :

Size: 210 mm x 297 mm | Print area: 170 mm x 257 mm

Full page (in colour) INR 50,000

(2 Free Delegate for booking before 30 Sep 2014 )



About the venue: For hotel room bookings please contact: \_\_\_\_\_



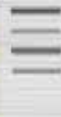
\* Special rates are available and can be availed directly from Hotel. Delegates will need to settle the bills directly with them.

\* Foreign participants can write to ISSDA for VISA request letter at [nissda@gmail.com](mailto:nissda@gmail.com) marked with subject "VISA request"

## SPONSORED BY



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## MEDIA PARTNER

**IRON & STEEL REVIEW**

Steel Market Info  
THE MAGAZINE DEDICATED TO STAINLESS STEEL AND ITS APPLICATIONS स्टील मार्केट इन्फो

**SteelMint**  
Steeling is Basic



# Conference Program



## DAY 1 : 6<sup>th</sup> November 2014

Gala Dinner : 7:00 pm,  
Hosted by Mr. Rattan Jindal, Chairman & MD, Jindal Stainless Ltd.  
at 5, Aurangzeb Road, New Delhi

## DAY 2 : 7<sup>th</sup> November 2014

**Conference Venue : Hotel 'The Grand' , Vasant Kunj, New Delhi**

8:30 - 9:30	Registration
9:30 - 11:30	Inaugural Session
	Welcome address : N C Mathur, President, ISSDA
	: C S Verma , Chairman, Steel Authority of India Ltd.
	: Rattan Jindal, Chairman & Managing Director, Jindal Stainless Ltd.
	Tim Aiken, President, Nickel Institute
	Subhrakant Panda, President, International Chromium Development Association
Keynote Speaker	Markus Moll, MD, SMR - Steel & Metals Market Research <i>"Stainless Steel Strategy 2020 : The Indian Way, the Chinese Way ....or a Third Way"</i>
Guest of Honour	Syedain Abbasi, Joint Secretary, Ministry of Steel & Chairman, JPC
Vote of Thanks	Rohit Kumar, Director, ISSDA
11:30 - 12:00	<b>Tea/Coffee Break / Networking</b>
<b>Session 1</b>	
12:00 – 1:30	<ul style="list-style-type: none"> <li>- Pramod Kumar, General Manager, Rail Coach Factory, Kapurthala</li> <li>- Neeraj R Kochhar, Chairman &amp; Managing Director, Viraj Profiles</li> <li>- Ar. Kalhan Mattoo, Founder, Planet 3 Studios Architecture</li> <li>- Vijay Sharma, Vice President, Sales &amp; Marketing, Jindal Stainless Limited</li> <li>- S S Mohanty, Director (Technical ) Steel Authority of India Ltd.</li> <li>- Yogesh Agarwal, Managing Director, Rimjhim Ispat Ltd.</li> </ul>
1:30 – 2:30	<b>Lunch Break (Sponsored by Viraj Profiles)</b> 
<b>Session 2 &amp; 3</b>	
2:30 – 5:00	<ul style="list-style-type: none"> <li>- Dr. Vivekanand Kain, Bhabha Atomic Research Center, Mumbai</li> <li>- Richard Matheson, Executive Director, ASSDA, Australia</li> <li>- Neeraj Borwankar, Senior Deputy General Manager, L&amp;T Special Steels and Heavy Forgings Pvt Ltd.</li> <li>- Sanjay PV, Director, Sulzer India Ltd</li> <li>- K R Srinivasan, Chief of R&amp;D, Mukand Limited</li> <li>- K. Syed Amir Basha, Chief Technology Officer, VA Tech Wabag Ltd</li> <li>- Hitendra Bhalaria, Managing Director, Bhalaria Metal Craft / R L Choudhary, Editor-in-Chief &amp; Publisher, Steel Market Info</li> </ul>
5:30 onwards	<b>Tea/Coffee - Networking</b>



**INDIAN STAINLESS STEEL DEVELOPMENT ASSOCIATION (ISSDA)**  
***Celebrates its 25th Anniversary***

**6-7TH NOVEMBER 2014**

**CONFERENCE REGISTRATION FORM**

Name : Mr./Ms./Dr. \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of badge \_\_\_\_\_

Job title \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pin \_\_\_\_\_ Tel \_\_\_\_\_ Fax \_\_\_\_\_

Cheque/DD \_\_\_\_\_ Dated \_\_\_\_\_ for Rs. \_\_\_\_\_

In favour of '**Indian Stainless Steel Development Association**'

Drawn on \_\_\_\_\_

\_\_\_\_\_

**(Use photocopies for additional Registration)**

**Registration Fees**

**Rs. 7,500/- including taxes per delegate** (Confirmation by 30th September 2014)

**Rs. 8,500/- including taxes per delegate** (Confirmation by 31st October 2014)

**Rs. 10,000/- including taxes per delegate** (Spot Registration)

**EVENTS**

6th November 2014

7 PM

Gala Dinner

7th November 2014

Conference

9:30 - 17:00 pm

**HOTEL DETAILS**

The Grand New Delhi

Vasant Kunj, Phase-II,

Nelson Mandela

Road, New Delhi-70

Tel: 91-11-26771234

Contact

**Indian Stainless Steel Development Association (ISSDA)**

L-22/4, Ground Floor, DLF Phase-II, Gurgaon - 122 002, Haryana

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Email: nissda@gmail.com / issdastainless@gmail.com | Website: www.stainlessindia.org