



# Twenty – Twenty Stain Less Innings of ISSDA

12<sup>th</sup> International Stainless Conference

22- 24<sup>th</sup> November, 2009 : Mumbai

**CRU** THE INDEPENDENT AUTHORITY<sup>®</sup>

Live Commentary: Mr. NC Mathur

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# Contents

History lane



In the Game



Innings



Scoreboard



Highlights



Game is not yet over !!!!



# Historic Moments - 1989



Germany Unification  
Berlin Wall falls apart



Beginning of Career  
Sachin Tendulkar



SS Development in  
India : Birth of ISSDA

# History Repeats - 2009



*Germany : Symbol of unity*



*Master Blaster : 30,000  
Runs in International  
Cricket*



*ISSDA : Entering New  
Era of SS Development*





In the game



# Pavilion View- 1988



**London Visit** : On invitation by Cr& Ni Producers



**World –Over Only four SSDA existing**  
>Marked difference in SS development of countries where SSDA's are working  
>Neutral , Effective, Credible



**Million Dollar Question**

- Can we do it in India



# On the Pitch - 1989



**Toss** : Shall we Play or Defend



**Team India** : Only 7 Primary Producers



**Decide to Bat**

- a) Formation of SSDA in year 1989.....
- b) Non Profit organization under Sec 25
- c) Industry Arm for Market Development
- d) Neutral body to increase SS market..

# Team India



Jindal Strips Ltd ( Now JSL Limited )

Rathi Alloys & Steel Ltd.

Bihar Alloy Steels Ltd

Mukand Ltd

G M Mittal Stainless Steels Ltd

Panchmahal Steel Ltd

Ferro Alloys Corporation Ltd

**Founder Members ISSDA - 1989**



# Power Play : Restrictions



## Fast Bowling

- Ni prices shooting sky high
- Heavy Import duty ( 55% )



## Close Fielding

- Utensils are major application
- 18/8 was generic grade

# Power Play : Restrictions



## Boundary Line

- Non Magnetic
- Only way is Austenitic
- Market Size : 200,000 MT



## Show Stealers

- Concept of Ni Reduction
- 200 Series Stainless Steels





Innings

# First Innings ( 1989 – 1999)



## Big Hits

- Utensils market converted to 200 Series



## Strong Partnership

- Knowledge workshops
- Membership growth
- Influencing policy makers
- Supplier / User Interface



# First Innings ( 1989 – 1999)



## Quick running between the wickets

- 200 Series opportunities in other applications



## Achievements

- Neutral working
- News application development
- Growth in SS Consumption

# Second Innings ( 1999 – 2009)



## Cheerleaders

- 10<sup>th</sup> Anniversary Celebrations
- Growth in Membership
- Help from other SSDA's



## First Innings lead

- Large manufacturing base
- Increase in applications of SS
- Stable government
- ISSDA image built-up as a neutral body



# Second Innings ( 1999 – 2009)



## Scoring Opportunity

- Rerolling & Utensil Clusters –  
Jodhpur, Ahmadabad, Jagadhri, Chennai, Mumbai
- Swelling Demand Supply Gap in China
- Growth of ABC & ART Segments
- Increase in Government Spending
- Industry Acceptance ( Dairy /  
Sugar / Process )

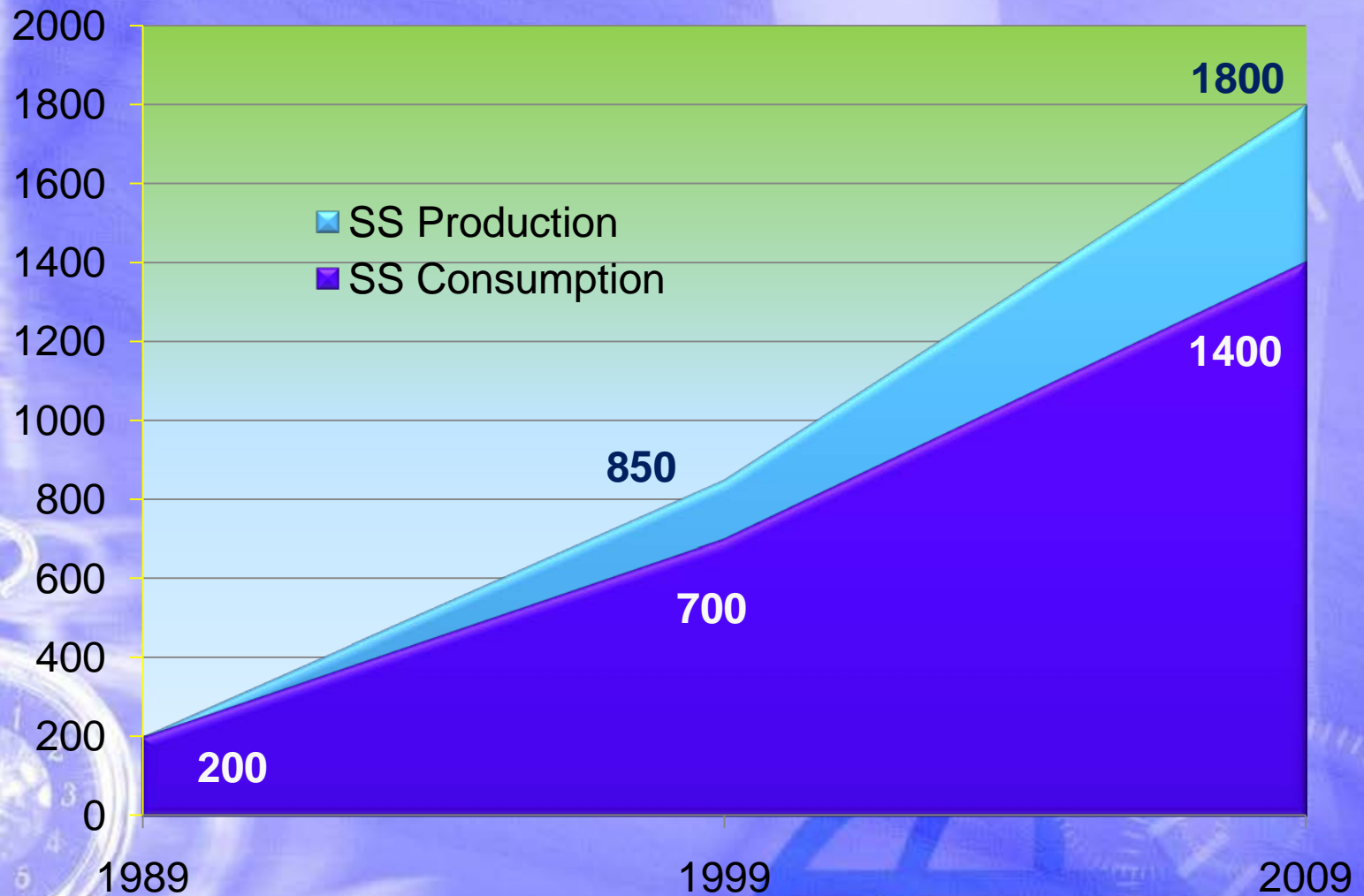


Scoreboard

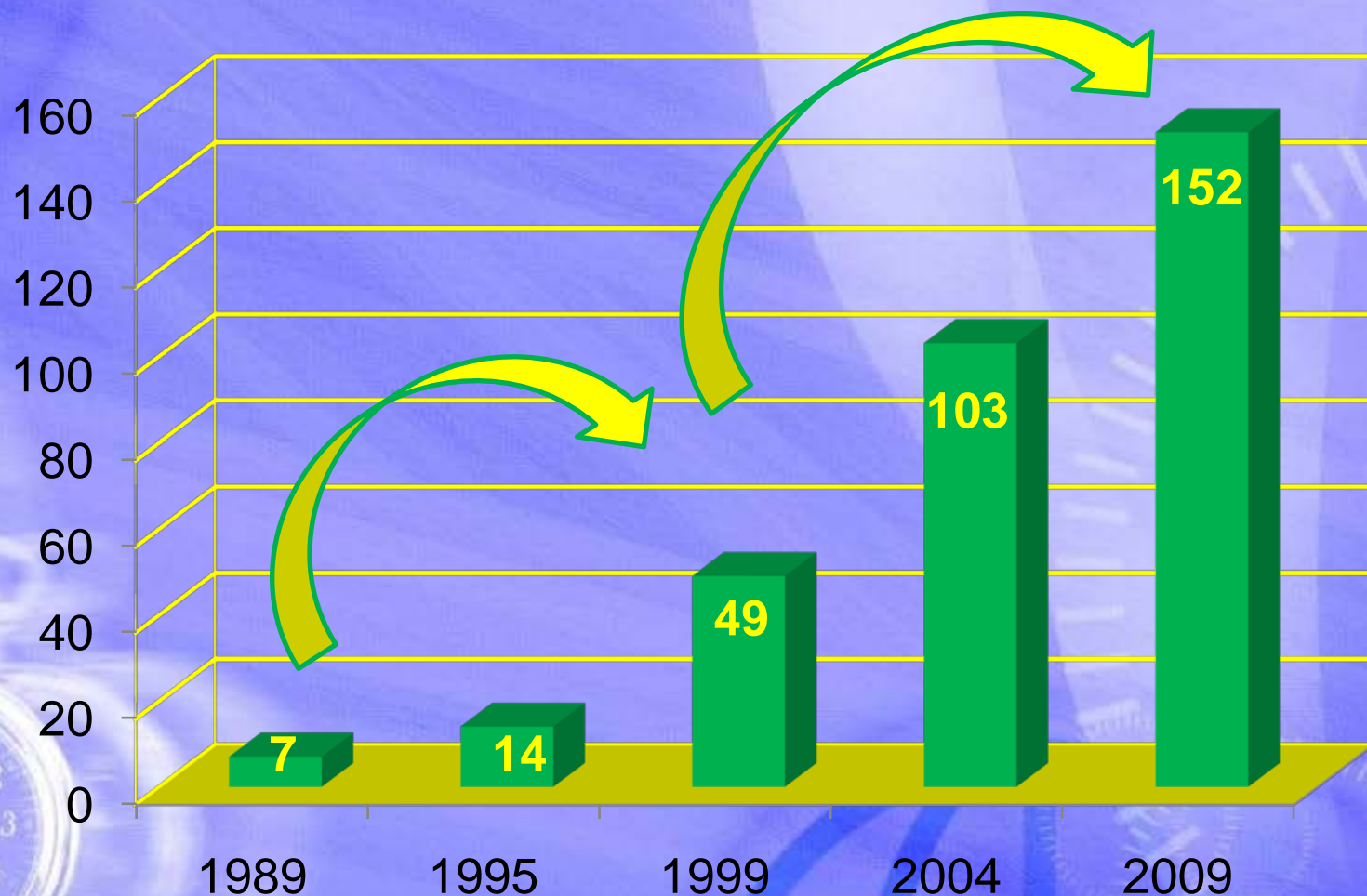


# Growth : Indian Market

Qty : 000' MT

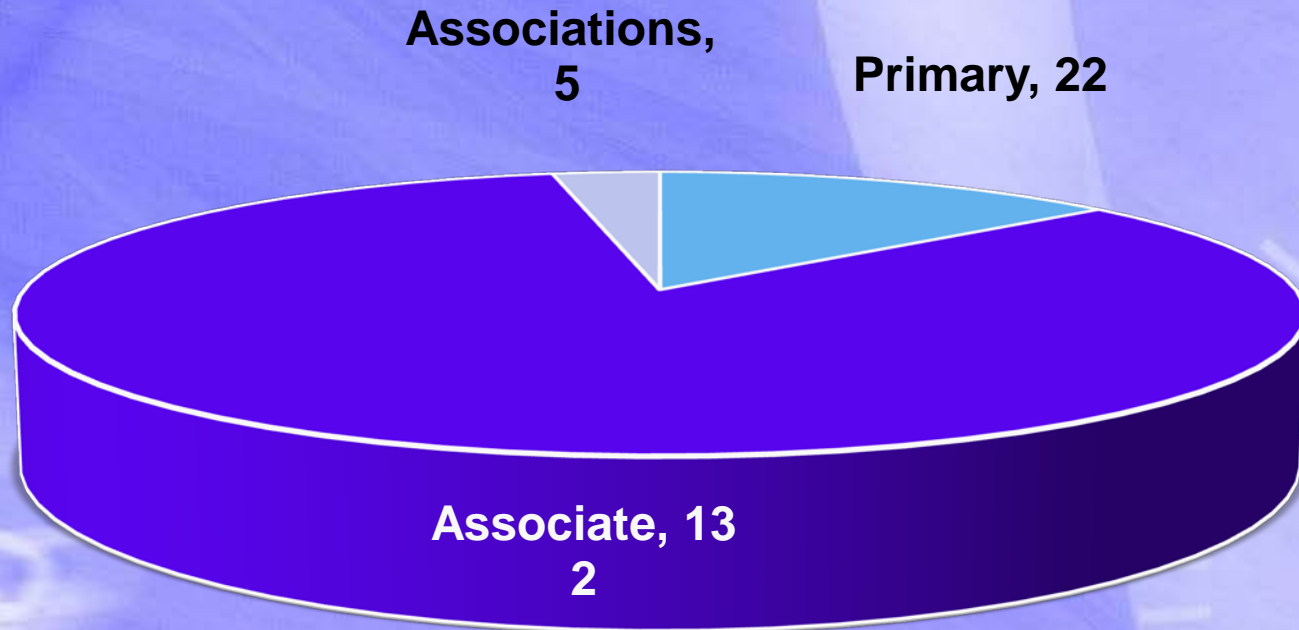


# Growth : ISSDA Membership





# ISSDA Membership - 2009





## Highlights



# Opening Batsman

- Increase in awareness about SS applications
- Initial growth coming from Pipe & Tube Sector
- Utensils in 200 Series
- Export competitiveness

Opening



# Strong Middle Order

- Railways
- ABC Applications
- Growth of Auto Sector
- SS Exports from India



Middle Order

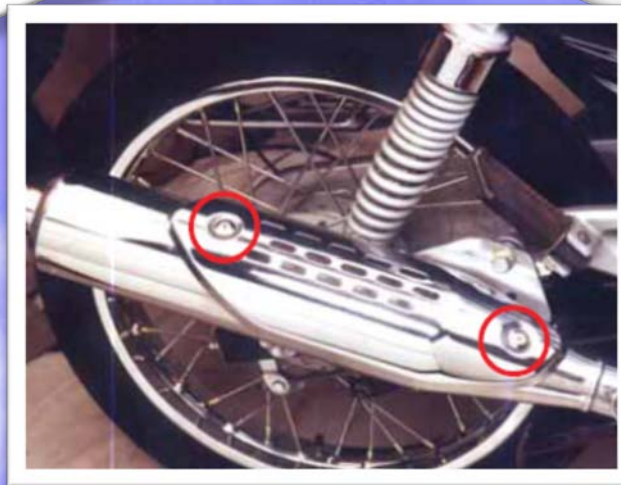


# Great Shots- Delhi Metro



**New Age Transport for  
All Indian Metro Cities**

# Great Shots - Auto



**India : An hub for  
World Auto  
Components Market**



# Great Shots - Railways



**Indian Rail  
SS Showcase**



# Great Shots - ABC



**Shine With  
Pride**





# Great Shots- ABC



**Glitter in  
your  
eyes**

# Great Shots: ABC



Perfect  
Fit





Game is not yet over!!!



# More to come... Bus Shelters , Corridors



In  
Queue





# More to Come ..... Airports



Fly  
High





# More to Come.... Street Furniture



**Road  
Rage**



# More to Come....Modular Kitchens



**Cooking  
Redefined**

# More to come..... LPG Cylinder



**Fire Inside  
Shining Outside**



# More to Come .... Plumbing System



**Fit It  
Forget it**

# Acknowledgements



## Past ISSDA Presidents

- Late Shri C.R.Rathi
- Shri. Neeraj Bajaj
- Shri. Ashok Malhotra

## ISSDA Staff

- Ramesh , Uma & other ISSDA employees

## Nickel Institute

## Members of ISSDA Family

## International SSDA's & ISSF



Celebrating



**THANK  
YOU!**

