

VII

MAITHAN MAIL

EXPANDING HORIZONS: NATIONAL TO INTERNATIONAL

As we expand our reach our focus remains steadfast on enhancing our national and global presence. Together, we are shaping a brighter future—one that reflects the enduring values of Maithan Steel. This journey would not have been possible without the support of all our channel partners. We are truly grateful for your unrelentless support.



As we step into 2025, we are thrilled to share some exciting milestones and updates in the 7th edition of the Maithan Mail. Reflecting on the past year, we are proud of the strides we've made, building upon the strong foundation we laid previously. This newsletter is not just an update—it is a testament to our commitment to progress and innovation.

The Rundown

Strengthening Our National Brand Presence: Maithan Steel has proudly cemented its position as a national brand. Through strategic initiatives, including presence on leading national television news channels we are ensuring that our voice reaches each market we operate in. Bagging approvals from central government authorities and supplying to key government projects underscores our and

reliability, further solidifying our position as a trusted partner in nation-building. These efforts reinforce the strong bonds we share with stakeholders nationwide. Together, we are building a brand synonymous with strength and trust.

Breaking New Boundaries: We have commenced exporting finished steel and ferroalloys to eight countries, marking a bold step in our mission to extend Maithan Steel's legacy beyond borders. This expansion underscores our dedication to delivering world-class quality that resonates internationally while solidifying our standing as a trusted name in the steel industry.

Growing as One Family: The Maithan Steel family continues to grow—in numbers, capabilities, and camaraderie. With one of the lowest attrition rates in the industry, our team

stands as a testament to the inspiring culture we have nurtured. Together, we work, grow, and succeed, driven by shared values and unparalleled motivation. As we expand, our collective vision remains focused on building enduring relationships within the organization and with our valued partners.

Growth Story : Our performance this past year has been above industry standards. We have achieved a year on year growth in turnover of 15.9% in the 2nd and 3rd quarter of FY 2024-25. This achievement not only reflects our operational excellence but also sets the tone for an even more ambitious future.

Here's to building stronger foundations, forging new paths, and achieving greater heights.

VII

MAITHAN MAIL

THE STEEL STORY



VII

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MEET OUR STARS ★ ★ ★ ★ ★

Actor : **Deven Bhojani**

Known For

Television:

*Malgudi Days
Dekh Bhai Dekh
Sarabhai vs Sarabhai
Baa Bahoo Aur Baby
Office Office*

Film:

*Jo Jeeta Wohi Sikander
Agneepath
Commando 2: The Black Money Trail*



Actor : **Rohitashv Gour**

Known For

Television:

Bhabhiji Ghar Par Hain

Film:

*Munna Bhai M.B.B.S
Lage Raho Munna Bhai
PK
Atithi Tum Kab Jaoge
Dunki*



Actor : **Chandan Prabhakar**

Known For

Television:

*Comedy Nights with Kapil
The Kapil Sharma Show*

Film:

*Power Cut
Disco Singh
Judge Singh*



Actor : **Vikram Kochar**

Known For

Television:

*Sacred Games
Aashram
Sumit Sambhal Lega*

Film:

*Thank God
Dunki
Trip to Bhargarh
Kesari
Manikarnika: The Queen of Jhansi*



VII

MAITHAN MAIL

PACKING A PUNCH

In a bold and entertaining move, Maithan Steel launched a series of TV commercials featuring its iconic brand ambassador, The Great Khali, to emphasize the message: **"Strong Matlab Maithan Steel."** This campaign took an unconventional yet effective route, blending humor with strength to create a memorable connection with the audience.

"Strong ki suno, Maithan Steel chuno" was the message we wanted our audience to resonate with, in our first three TVCs. Understanding that humor is a powerful tool for retention, our creative team crafted a narrative that would bring smiles while reinforcing the brand's core identity. Each TVC depicted relatable scenarios where the concept of strength was humorously brought to life, thanks to Khali's towering presence and comic timing.

Adding to the charm were stellar performances by acclaimed actors Deven Bhojani, in the first TVC, followed by Rohitashv Gour, in the second TVC and finally Chandan Prabhakar and Vikram Kochhar in our latest TVC below. Their impeccable comedic timing and chemistry with The Great Khali elevated the commercials, making them not just entertaining but also highly impactful.



The dynamic duo of Vikram Kochhar and Chandan Prabhakar in this campaign delivered the "Strong matlab, Maithan Steel" message brilliantly. The humour element punched with our steel's strength fulfilled its goal of telling the audience to choose Maithan Steel when purchasing TMT rebars.

By blending strength and laughter, Maithan Steel reaffirmed its position as a brand that is strong in product, communication, and connection. The TVCs didn't just deliver a message; they made it unforgettable.



The campaign resonated across diverse audiences and received widespread acclaim from stakeholders. It stood out for its innovative approach, combining humor with brand messaging in a way that ensured both recall and relatability.

VII

MAITHAN MAIL

BROADCASTING STRENGTH, NATIONWIDE!

Maithan Steel, now a national brand is proud to announce their latest television commercials (TVC) being aired on leading national news channels such as **Zee News, TV9 Bharatvarsh, News18 India and ABP News**. Apart from these channels we are present in many regional channels. This campaign reflects our unwavering commitment to quality, innovation, and building trust with our stakeholders. By showcasing our brand on these prominent platforms, we aim to connect with a broader audience and reinforce Maithan Steel's position as a trusted name in the steel industry. Stay tuned to these channels to catch our TVC and join us in celebrating the strength and reliability of Maithan Steel.



VII

MAITHAN MAIL

FROM MAITHAN'S CORE TO THE WORLD'S SHORE

Maithan Steel is humbly testing international waters, marking a pivotal moment by exporting Finished Steel/Ferro alloys to 8 countries. This modest beginning reflects our commitment to delivering world-class quality across borders. The countries are as follows:

NEPAL



MALAYSIA



BANGLADESH



VIETNAM



TAIWAN



ETHIOPIA



SRILANKA



SAUDI ARABIA



VII

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NEW APPROVALS & ACHIEVEMENTS UTTAR PRADESH JAL NIGAM



Uttar Pradesh Jal Nigam (UPJN) is a key organization responsible for the development and management of water supply and sewerage infrastructure in Uttar Pradesh. Established in 1975, it plays a pivotal role in planning, designing, and executing water-related projects to ensure clean and sustainable water resources for urban and rural communities across the state. UP Jal Nigam is committed to enhancing public health and environmental sustainability through efficient water management solutions.

Uttar Pradesh Jal Nigam has granted its approval to Maithan Steel and Power Limited, recognizing the company for its high-quality steel and commitment to excellence. This endorsement underscores Maithan Steel's compliance with stringent standards, ensuring the durability and reliability of its steel products for infrastructure projects.

VII

MAITHAN MAIL

PILLARS OF PROGRESS: TRINITY BUSINESS PARK

TRINITY BUSINESS PARK is a one-of-its-kind hub for trade & business possibilities. Stretched over **30 lakhs square feet**, this behemoth will be the next major landmark of Guwahati. This park has been designed to provide true ease-of-doing-business. Maithan Steel is a proud steel supplier of the Trinity Business Park project.



VII

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CLIENT TESTIMONIAL BENGAL SHRIRAM

Shriram Properties, a leading real estate developer in India, has a significant presence in West Bengal, particularly in the Kolkata region. Their flagship project, Shriram Grand City, is located in Uttarpara, Hooghly. Spanning 314 acres, this integrated township is envisioned as Kolkata's sister city, offering 33 million square feet of residential and commercial spaces, along with entertainment avenues, healthcare, retail, and educational facilities.

Shriram Properties has been expanding its footprint across various Indian cities, including Bengaluru, Chennai, Coimbatore, Visakhapatnam, and Kolkata, building a legacy over the past 25 years based on trust, transparency, and quality.

It is a proud moment and a milestone achieved for Maithan Steel, and we are grateful and honored to receive this prestigious award.



VII

MAITHAN MAIL

MES PLANT INSPECTION

On 28th November 2024, Maithan Steel had the privilege of hosting an inspection by esteemed officials from the Military Engineer Services (MES), one of India's oldest and largest government defense infrastructure-development agencies. The visiting dignitaries included Shri Anup Singh, Chief Engineer (CE) and Joint Director General (Personnel & Training), HQ CEEC; Lt Col Mayank Rastogi, Staff Officer-1 (Design), HQ CE Kolkata Zone; and Shri Bratin Nandy, Assistant Engineer (Civil), ACWE (B/R), HQ CWE Panagarh. MES plays a pivotal role in engineering and construction for the Indian Armed Forces, including the Army, Navy, Air Force, Ordnance Factory Board, and DRDO. Renowned for its expertise in executing complex projects such as hospitals, airfields, roads, runways, workshops, sewage treatment plants, solar plants, and marine structures, MES continues to be a cornerstone of India's defense infrastructure. This visit underscored the mutual commitment to excellence shared by Maithan Steel and MES.



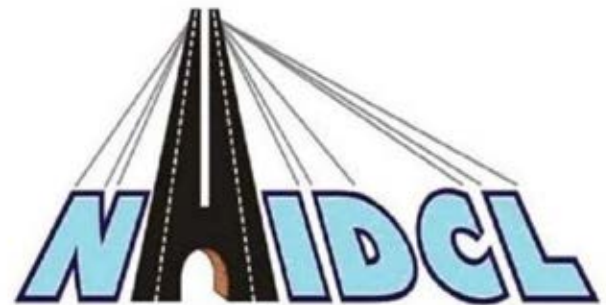
VII

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G.S. ROAD, GUWAHATI FLYOVER PROJECT, NHIDCL

NHIDCL stands for National Highways & Infrastructure Development Corporation Limited. It is a government-owned company under the Ministry of Road Transport and Highways (MoRTH) in India. NHIDCL is responsible for the development, maintenance, and management of national highways and strategic road infrastructure, particularly in challenging terrains such as the Northeastern region, hill states, and border areas. The organization plays a vital role in enhancing connectivity and supporting socio-economic growth across these regions.

Maithan Steel is proud to supply premium-quality TMT bars to the NHIDCL G.S. Road Flyover Project in Guwahati. Our commitment to strength, durability, and reliability ensures a solid foundation for this transformative infrastructure, contributing to the progress and connectivity of the region.



VII

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LRF

LRF stands for Ladle Refining Furnace, a crucial unit in modern steelmaking. It is used for refining of molten steel in steel melt shop. Its primary goal is to refine the steel to meet specific quality and compositional requirements. Not only does LRF enhance the quality of steel but also reduces the cost of production by minimizing rejections.

LRFs are a cornerstone in achieving the high standards required for specialized steel grades which is not followed by many companies, however we at Maithan Steel are committed to deliver our best.

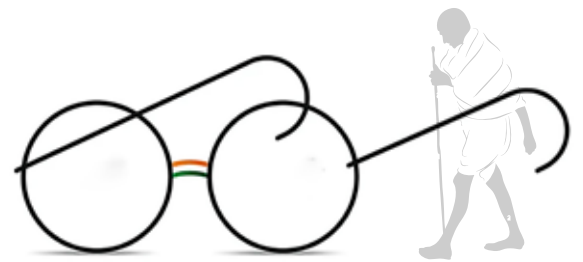


VII

MAITHAN MAIL

SWACHH BHARAT ABHIYAAN

On the occasion of Gandhi Jayanti, Maithan Steel organized a Swachhta Abhiyan under the banner of the Ujjwal Maithan initiative, reinforcing our commitment to cleanliness and sustainability. Employees from all departments came together with great enthusiasm to participate in this drive, reflecting our shared responsibility toward a cleaner and greener environment. The campaign included cleaning activities across the plant premises, awareness sessions on waste segregation, and the promotion of eco-friendly practices. This collective effort not only honored the principles of Mahatma Gandhi but also strengthened the bond among team members, making it a memorable and impactful celebration.



VII

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INDEPENDENCE DAY

The Independence Day celebration at Maithan Steel Office was filled with pride, unity, and enthusiasm. The day began with the unfurling of the national flag, followed by a heartwarming rendition of the national anthem, instilling a sense of patriotism and respect for the country. Employees came together to reflect on the journey of India's freedom and its significance in shaping our future.



VII

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VISHWAKARMA PUJA

The Vishwakarma Puja at Maithan Steel Plant Unit 1 and 2 is a vibrant and significant celebration, honoring Lord Vishwakarma, the deity of architecture, engineering, and craftsmanship. The entire workforce, including engineers, technicians, and workers, comes together to celebrate the occasion with enthusiasm. The event also fosters team spirit, as employees join in the rituals, creating a sense of unity and pride in the workplace.



VII

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DIWALI WORKPLACE VIBES

The Diwali celebration at Maithan Steel Office was nothing short of spectacular! The entire office was lit up with colorful diyas, sparkling lights, and vibrant rangolis, setting the perfect festive mood. Employees gathered for a fun-filled afternoon of laughter, exchanging sweets and gifts, and enjoying each other's company. Laxmi puja ceremony was held, with prayers for prosperity and success in the year ahead. The atmosphere was buzzing with excitement and warmth, as everyone came together to celebrate the Festival of Lights. It was a perfect reminder of the power of togetherness and joy in the Maithan Steel family!



VII

MAITHAN MAIL

WORLD ENVIRONMENT DAY UNIT I & II

World Environment Day was celebrated on 5th June, 2024 at Maithan Steel Plant. It was an inspiring and impactful celebration, emphasizing the importance of sustainability and environmental responsibility.

Special initiatives, such as tree plantation drives, were carried out around the plant to contribute to a greener environment. The plant also showcased efforts to reduce energy consumption, waste management, and promote eco-friendly practices across operations. The event encouraged everyone to take personal responsibility for the environment, reinforcing Maithan Steel's commitment to sustainability and its role in preserving the planet for future generations.



VII

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THE COLLAB EFFECT

In an exciting twist of regional creativity, Maithan Steel has teamed up with the viral sensation Bankura Memes and Ujjawal Kedia to craft localized and topical content that truly resonates with audiences. This collaboration brings together the strength of steel and the power of humor to create engaging, relatable posts with a dash of regional flavor.

This partnership proves that whether it's memes or construction, strength matters—and nobody knows strength better than Maithan Steel. So, keep an eye on your feed, because this Bengali Buddhiman and Marwadi guy are here to tickle your funny bones



VII

MAITHAN MAIL

DURGA PUJA 2024: FORGING STRENGTH WITH TRADITION



West Bengal, one of our key markets, witnessed a creative breakthrough during Durga Puja 2024 with the launch of our new campaign for Maithan Steel. Staying true to our core message—"Maithan Steel is synonymous with Strong"—the campaign resonated deeply with the cultural ethos of the region.

The highlight of this initiative was a series of four captivating films, each weaving Maithan Steel into the fabric of Pujo traditions. The films showcased iconic elements of the festival:

1. Pratima- Celebrating the artistry and resilience of idol makers.
2. Pandal - Reflecting the strength and grandeur of the structures that house divinity.
3. Natok - Emphasizing the enduring power of cultural storytelling through traditional plays.
4. Bhog - Highlighting the unifying strength of shared meals and blessings.

Seasoned actor Anirban Bhattacharya brought the campaign to life with his exceptional performance, creating an emotional connection with audiences across the region. The simple yet powerful storytelling struck a chord, making a significant impact and receiving widespread appreciation.

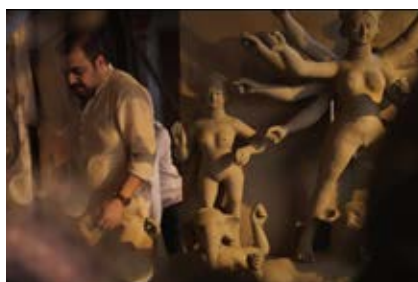
This campaign not only celebrated the essence of Durga Puja but also reinforced Maithan Steel's unwavering commitment to being the backbone of strength in every sense. The overwhelming response serves as a testament to our efforts in blending tradition with a modern brand narrative.

With initiatives like these, Maithan Steel continues to leave a lasting impression on its audiences, proving that strength isn't just a physical attribute but a cultural legacy.



VII

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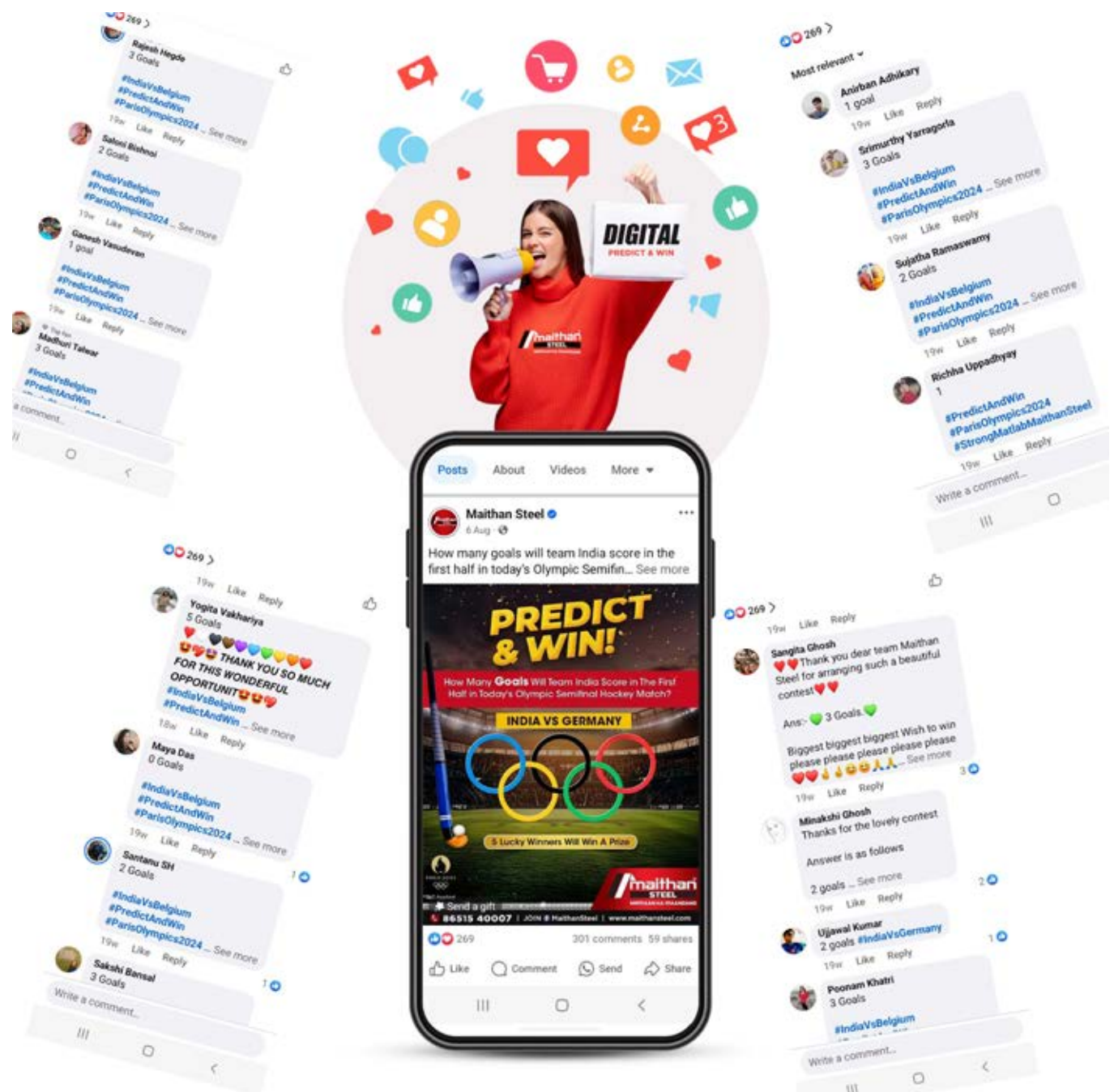


VII

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DIGITAL POWER PLAY

Maithan Steel recently hosted an exciting digital contest on Facebook and Instagram during the T20 World Cup, engaging cricket fans across India. Participants were invited to predict the correct answers related to the matches, players, and key moments of the tournament. The contest created a buzz, allowing fans to showcase their cricket knowledge and win exciting prizes. With the perfect blend of sports enthusiasm and digital interaction, the campaign helped strengthen Maithan Steel's presence and connect with a wider audience in a fun and engaging way.



VII

MAITHAN MAIL

PANJA KING

What had initially begun with 2500 masons participating in the Panja King competition series from different states across Jharkhand, narrowed down to 100 masons on the grand finale held on 28th November, 2024 at the Panorama Hotel organised by Maithan Steel.

This one-of-a-kind initiative by Maithan Steel celebrated the strength and dedication of the mason fraternity in style.

Cheers and laughter echoed as the finalists battled for glory. The champions didn't just win trophies; they walked away with cash prizes and a lifetime of bragging rights. Every participant was acknowledged, with each going home with cash rewards as a token of appreciation for their hard work and contribution to the construction industry. The top three winners of the competition were **Nagendra Yadav, Anil Munda, Surender Kumar verma and Satish Kumar Thakur.**

This event wasn't just a competition; it was a heartfelt acknowledgment of the mason community's strength and resilience. It highlighted how Maithan Steel is committed to empowering those who build the nation. With training, plant visit and entertainment, the Panja King event set a new benchmark for the Mason fraternity engagement in the industry.



VII

MAITHAN MAIL

PANJA KING



VII

MAITHAN MAIL

VIETNAM VIBES

CHANNEL PARTNER EXCURSION TO VIETNAM

Maithan Steel organized a special tour to Vietnam for our valued channel partners from West Bengal held from October 20th to 24th, 2024. This 3-night, 4-day trip brought together dealers who experienced a perfect blend of sightseeing and relaxation. The well-planned journey highlighted Vietnam's vibrant heritage and stunning landscapes, further strengthening the relationship between Maithan Steel and its trusted partners.

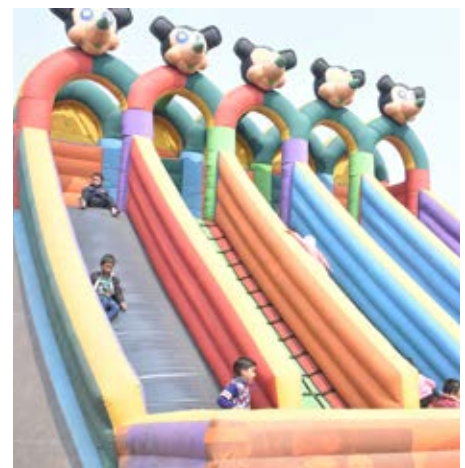


VII

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CHANNEL PARTNER ENGAGEMENT AT JHARKHAND

Maithan Steel hosted a grand Dealers and Family Meet on December 22nd, 2024, bringing together 107 esteemed dealers along with their families for an evening of celebration and connection. The event was designed to acknowledge the unwavering support of our channel partners while fostering a sense of community. With engaging activities, heartfelt interactions, and a warm ambiance, the meet showcased Maithan Steel's commitment to nurturing relationships beyond business and creating lasting memories for all attendees.



VII

MAITHAN MAIL

SEAS THE DAY

CHANNEL PARTNER EXCURSION TO DIGHA

Riding the tides of togetherness, Maithan Steel hosted a refreshing tour to Digha for around 28 dealers from Asansol on December 8, 2024. This memorable journey not only celebrated the bond between the company and its valued partners but also fostered moments of joy, unity, and lasting connections.



VII

MAITHAN MAIL

DEALERS MEET AT MIRIK

Embracing the spirit of unity and collaboration, Maithan Steel hosted a delightful Dealers' Meet on December 12, 2024, at the serene town of Mirik. Welcoming our esteemed dealers from West Bengal, the event was an evening to cherish, filled with camaraderie, meaningful interactions, and unforgettable moments. This gathering reflected Maithan Steel's commitment to fostering strong relationships while celebrating shared success.



VII

MAITHAN MAIL

SHINING BRIGHT: RAVI JAIN MEET THE STAR PERFORMER JAIN HARDWARE

Can you share a bit about your journey in the steel industry? How did you get started with this business?

"My journey in the steel industry began from my childhood seeing my Father doing the steel business. Initially, my father started as a small dealer, supplying basic construction materials, but over time, I recognized the growing demand for quality steel in the market. This led me to focus entirely on the steel business, constantly learning about the industry and expanding my network."

What feedback do you receive from your customers about the product?

"The feedback from my customers has been overwhelmingly positive. They appreciate the strength, flexibility, and durability of Maithan Steel's products, which are ideal for various construction needs. Many customers specifically mention the strength of Maithan Steel's TMT bars."

Are there specific challenges you face in your region related to steel distribution? If yes, how do you overcome them?

"One of the major challenges is transportation and timely delivery, especially in remote areas. Additionally, fluctuations in steel prices can be challenging to manage. To overcome these, I ensure clear communication with my suppliers, maintain adequate stock levels, and use efficient logistics partners to minimize delays. Working with a reliable brand like Maithan Steel also helps in gaining customer trust during price fluctuations."



What made you choose to work with Maithan Steel? How many years has it been? How has it impacted your business?

"I chose Maithan Steel because of its reputation for producing high-quality TMT bars and its consistent reliability. I've been associated with them for over 10 years, and it has been a game-changer for my business. Their product quality and timely deliveries have helped me build trust with my customers and expand my market share."

If you could give one piece of advice to someone starting out in the steel business, what would it be?

"Focus on quality and reliability from the beginning. Partner with trusted manufacturers like Maithan Steel to ensure you're offering the best products to your customers. Build strong relationships in the industry, as trust and consistency are key to long-term success in the steel business."

VII

MAITHAN MAIL

MASON ENGAGEMENT

Maithan Steel regularly hosts engaging and interactive mason meets to recognize the masons vital role in the construction industry. Through sharing experiences, technical discussions, and fun activities, masons gain a deeper understanding of Maithan Steel's commitment to quality and durability. Such events also serve as a platform to acknowledge their hard work and dedication, fostering trust and loyalty.



VII

MAITHAN MAIL

MASON TESTIMONIAL

**MD ANSARI**

I've been using Maithan Steel for a decade, and it's always been my go-to choice for construction projects. The quality of their TMT bars are unmatched. I've never had any issues, moreover they help ensure the strength and safety of every structure I work on. I highly recommend Maithan Steel to all my fellow masons.

**NAGENDRA YADAV**

I've been using Maithan Steel for almost 6 years, and it has always been reliable. The product quality is exceptional, and the strength of the bars coupled with ease of work is crucial for constructing strong buildings. I trust Maithan Steel to deliver consistent quality, and that's why it's my preferred brand for all my construction needs.

**SANKAR CHOUDHARY**

Maithan Steel is the first choice for my work, and it's clear why. The steel is of superior quality, my hand does not get cut and it's easy to work with. I've seen the difference in strength when using Maithan Steel compared to other brands. It ensures my customers' satisfaction, and that's why I continue to choose Maithan Steel.

**SATISH KUMAR THAKUR**

As a mason, I depend on the quality of the materials I use, and Maithan Steel has never let me down. I've done a plant visit, seen their manufacturing process and testing at labs which ensures their quality is top notch. The consistency in their product quality gives me confidence that every project will stand the test of time.

VII

MAITHAN MAIL

WHEN STRENGTH MEETS STRENGTH

We hardly ever see brand ambassadors using the products they endorse. However, when it comes to choosing the right TMT, our brand ambassador, The Great Khali, known for his unmatched power and resilience, recently chose Maithan Steel TMT bars for his own construction project. After a resounding success of The Great Khali dhaba in Karnal, The Great Khali is coming up with his second restaurant in Murthal, Sonipat. True to his style, Khali only goes for the best—TMT bars that are as tough and reliable as he is! Whether it's in the wrestling ring or building a solid foundation, Khali knows that strength matters, and Maithan Steel delivers just that.



VII

MAITHAN MAIL

SHINING BRIGHT: MEET THE STAR PERFORMER PRASHANT BAJLA



What inspired you to partner with Maithan Steel? How long have you been associated with them, and how has this collaboration influenced your business?

Our association with Maithan Steel has been roughly over 15 years. Both of us were seeking reliable partners, and when we connected, everything fell into place. Maithan Steel has undoubtedly given a significant boost to our business. While most TMT companies offer similar products, the key differentiator is the leadership — Madhur Agarwalla. His vision, approach and relentless support has set Maithan Steel apart from the rest.

Can you share some insights into your journey in the steel industry? What led you to start this business?

My journey in this industry has been both challenging and rewarding. This is a family business established in the 1990s by my father, Mr. Biswanath Bajla, the name of our firm then was Steel Craft . My elder brother, Praveen also assisted him. In 2003, it was renamed to Multi Metals when I took over the reigns. Earlier the business was limited to structure materials and now our core business is Cement, asbestos sheets, color sheets, pipe panel structures and TMTrebars.

Apart from Maithan Steel , I also work with few other national brands such as Tata Tiscon, Jindal and Electro Steel. Additionally, I deal with products from Ultratech, Dalmia, Shree, Nuvoco, and Charminar.

What feedback do you receive from your customers about the product?

Our customers consistently provide positive feedback about Maithan Steel. It has no quality complaints; Many appreciate the consistent performance and minimal to no complaints regarding quality. However, some suggest increasing advertising efforts to enhance brand visibility and market awareness further. Overall, the trust and satisfaction associated with Maithan Steel products have been a significant factor in building strong customer relationships.

Do you encounter any specific challenges in steel distribution within your region? If so, how do you address them?

A couple of old steel companies are fairly popular amongst the IHBs and it is sometimes challenging to convert and secure orders from them. Additionally, the steel industry is grappling with issues of overproduction and intense competition. The economic slowdown in China is also having an adverse impact. Constant communication with suppliers to maintaining an adequate inventory is how I minimize these issues.

Would you like to share any tips to the newcomers in the industry?

One must carefully monitor credit limits, as this is a credit-based industry where everyone offers credit. To succeed, you need increasing capital, as margins are becoming tighter. It's important to focus on quality sales rather than quantity sales. Also my success mantra is "Quality > Quantity."

