

Corporate Profile

For over 50 years we have been meeting the changing needs of steel customers. Today with plants in **West Bengal, Jharkhand, Andhra Pradesh** and **Tamil Nadu**, we produce the widest range of steel products among steel manufacturers having a annual turnover of over Rs.800 crore (\$ 130 million) which speaks of our production muscle.

We employ a variety of processes, such as **Hot Rolling, Cold Drawing, Thermo-Mechanical Treatment (TMT), Peeling & Grinding** and **Machining** to produce steel to your specification. Our products are used extensively for Automobile Components, Engineering Industries, Infrastructure and Railways. We produce steel of customize shapes, size and characteristics.

We are registered with RDSO, DGS&D and BIS to supply steel throughout India and ISO 9001:2008 quality management systems certify that our manufacturing processes are on par with the world, as does our growing export market. We are also certified with TS/16949 for the Automobile Industry, ISO 14001:2004 for Environment Management System and OHSAS 18001:2007 for Occupational Health and Safety Management System.

If you are looking for tailor made (or standard) steel to meet your requirements get in touch with us. We guarantee meticulous quality transparent transactions and flexible production, and yes, competitive prices.

Vision & Mission

To be a quality leader in **Customized Rolled Products and Bright Bars** through integrated production infrastructure, continuous process improvements, systematic training & motivation of personal and an uncompromising commitment to customers needs.

Core Values

Customer and Stake Holders satisfaction – We continue to adhere to and live by the core values established in our early days: to know, serve and trust, striving for perfection and simultaneous promotion of all interests. Our collective identity is maintained by our shared commitment to these values, which together form a virtuous circle. We promote the interests of all our stakeholders by knowing them well. Our thorough knowledge of them and our business enables us to serve them better. Our engagement with and service to our customers and stake holders builds mutual trust, this trust is enhanced by continually striving for perfection and promoting their interests and society in general. The values we share serve as a compass for everyone in our organization, guiding our behavior and representing the foundation of our culture.

Transparency in Business Practices – Business transparency is not just something customers want, it is necessary for our business that wants to grow. While transparency as a concept is often most visible in the realm of social responsibility and compliance, its real benefit is when it's seen as a business priority.

Vision on Long Term Goal – We adhere to conservative financial policies and continually strive to efficiently utilize available resources. We strive to improve business as much as possible with our resources in hand rather than becoming over ambitious and depending upon heavy leveraging from bank and outside financial institutions. Therefore keeping a slow and steady approach to achieve our long term goal and ensuring sustainability.

Focus on Core Competencies – Excellence is never an accident. It is an act of deliberate design. Over the past 50 years we have developed experience and expertise in Steel Rolling & Bright Bar for long products and sections. Working closely with global equipment builders and with top Indian Companies like Tata Steel, SAIL, RINL, Hindalco, BHEL etc., we have made ourselves conversant with their best practices in design, manufacturing and stringent quality standards. By giving meticulous attention to detail in every aspect of business, we continue to improve and establish a benchmark with the best in the industry to ensure Customer Satisfaction, in terms of Product Quality, Reliability and Service. We have constantly up-dated ourselves with the latest development in the field of long product Rolling Mills from time to time.

Safety & Environment – We consider environmental protection, occupational health and safety at work as important as providing quality products. We focus on prevention of incidents or accidents that might result from abnormal operating conditions on the one hand and as well as reduction of adverse effects that result from normal operating conditions on the other hand. People are the key to the success of any industry and ours is no exception. The health and safety of our employees, workers, their families and stake holders is a big concern for all involved in our organization.

CMD's Message

It is my pleasure to welcome you to the Beekay Group, from a modest beginning half a century ago, the group has today made a significant mark on the Indian steel industry, producing high quality steel and a wide range of rolled products.

In reaching this position we have set up one of the most extensive integrated production facilities. Steel is our inspiration and we are committed to world-class manufacturing through Planning, Quality Systems and sustained R&D. It is an ongoing process to provide beyond the expectations of our customers needs.

As a group, our strategies revolve around People, Customers, Technology, Quality, Innovation and Efficiency. These, we believe, will lead to exceptional quality products for our customers consistent and improved profitability for the company, and continued creation of long term value for our shareholders.

Business is a never-ending journey. I am privileged to be on this journey surrounded by talented employees, loyal customers and committed shareholders. I am grateful for the support of our people and business associates. I thank you all for your faith in Beekay Group.

Yours faithfully,

Suresh Chand Bansal

Chairman & Managing Director

Management Team

Our Management Team comprises of the following executives:

Mr. Suresh Chand Bansal, Executive Chairman

Mr. Mukesh Chand Bansal, Managing Director

Mr. Vikas Bansal, Executive Director

Mr. Manav Bansal, Whole-Time Director & CFO

Mr. Gautam Bansal, Whole-Time Director

Quality

Quality is the way of life at Beekay group. Beekay's idea of total quality is demonstrated in its stringent controls on raw materials, production process and on the speed with which the product reaches the customer.

Our quality systems are designed to deliver reliability, consistency and customization. We have robust quality control systems at each stage of the supply chain, i.e. right from procurement of raw material, Processing, and up to delivery of finished goods. We endeavour to continuously upgrade our capabilities and update process controls and product checks to ensure complete customer satisfaction.

Beekay group considers quality as one of the principal strategic objectives to guarantee its growth and leadership in the markets in which it operates. The company recognises that its employees are the primary source of success in its operations and is committed to training and providing them the necessary tools and techniques as well as empowering them to ensure broad base compliance of quality policy in the organisation at all levels.

Whether it is the quality of life or quality of business; Beekay group revere it in all spheres of its activities. This is the sole path for sustainable and profitable growth in the success ladder.

Quality Highlights

- All Units are ISO 9001:2008 certified for Quality Management System by IRQS & TUV India.
- ISO TS 16949 certified for Automobile & Automobile accessories industry.
- ISO 14001:2004 for Environment Management System and OHSAS 18001:2007 for Occupational Health and Safety Management System accredited to Jamshedpur unit, other units under process of certification.
- ERP implementation completed in Jamshedpur and Visakhapatnam units.

Quality Policy

We at Beekay Steel Industries Limited are committed to:

- Satisfaction of the customer's stated and implied needs by delivering quality products as per customer's specifications in time.

- Continual improvement in quality, delivery and process by effective implementation and up gradation of the quality management system.
- Setting and reviewing objectives periodically for continuing suitability and improvement.
- ERP implementation completed in Jamshedpur and Visakhapatnam units.

Quality Process

The Total Quality Management process not only meets stringent quality specifications and norms but also ensures consistency across batches. Sophisticated laboratory equipment's undertake a range of destructive and non-destructive tests to ensure consistent quality.

Process parameters are developed and constantly monitored to keep standards high. Pre-shipment quality checks prevent any substandard product from reaching the customer.

As a result of this constant striving for quality, the Company enjoys enviable trust and respect in the industry and market. Beekay products are considered world-class. Customers know that we permit no compromises.

Quality Control measures include chemical analysis, measurement of mechanical and metallurgical properties and close dimensional tolerances. Some standard tests are:

- Chemical Testing for all elements by spectrometer and wet analysis.
- Macro testing.
- Microscopic test for grain size, inclusion rating & decarb.
- Tensile, elongation, yield and bend testing by Universal Testing Machine.
- Izod testing.
- Ultrasonic testing.
- Magna Flux crack detection.
- Spark Testing.

Parameters

Specification

Chemical Analysis

As per ASTM / DIN / JIS / BS / IS standards and special customer requirement of restricted chemistry.

Internal Soundness

Confirm to grade C2, R2, S2 max. as per ASTM E 381.

Austenitic Grain Size

Carburising Steel: MC-Quaid Ehn 5-8 (ASTM).

Non Carburising Steel: ASTM 5-8 (Oxydising).

Inclusion Rating

A-2.5 B-2.5, C-2.5, D-2.5 (Thin Series and Thick Series) as per ASTM

E 45-1997, (For Sulphur steels A-2.5 Thin Max).

Mechanical Testing

- Tensile Testing
- Impact Testing
- As per customers specification.
- As per customers specification.

Micro Structure

As per customers specification.

Surface (Hot Rolled Bar)

Surface defects max. 1.5% of section dimension or 0.5mm whichever is less.