

THE TRUTH
ABOUT GREAT
STEEL

ARS
STEEL

CONTENTS

TOPIC	PAGE
» ARS INTRODUCTION	05
» FORGING FINE STEEL	07
» ARS VISION	09
» FACILITY FEATURES	11
» TMT TESTING & STEEL PATROL	13
» ARS USPS	15
» ARS PRODUCTS 550D & CRS	17
» CERTIFICATES	19
» ARS NETWORK	27
» CLIENTS	28
» ARS MANAGEMENT PROFESSIONALS	30



ARS



Great steel is forged through extreme heat and grueling tests at every stage. But beyond that truly great steel comes when the whole process is done with the consideration of a green environment. That, precisely, is how we craft our TMT bars.

At ARS Steel, we make products that surpass standards so that our customers get products so exceptional, they will stand up to the test of the elements and time, while being responsible towards Mother Earth. This is the truth behind great TMT bars.

THE AMBASSADOR OF TRUTH

Thiru Rahul David has partnered with us to represent brand ARS. Here we believe that 'India's Coach' is the unquestionable symbol of honesty, hard work and toughness. And that exactly is what ARS Steel is all about.





FORGING FINESTEEEL

Welcome to the ARS Group. Here we have been inspired to deliver outstanding Mild Steel Billets & TMT Rebars, day in and day out for over three decades now. Headquartered in Chennai, India, our tryst with truth began in 1990 as ARS Metals Pvt. Ltd. Over the years we have produced state-of-the-art steel and currently we are known as ARS Steels & Alloy International Pvt. Ltd.

The inspiration and spearhead of this endeavor is our founder Mr. Ashwani Kumar Bhatia, currently the Group's Managing Director. It has been the fire in him to bring out honest and resilient products that stay true to specifications at all times.

His vision is the spark that has travelled down to the next generation with Mr. Rajesh Bhatia, his son, being appointed as the group's Executive Director in 2013.

The ARS Group has grown to be one of the prominent brands in South India with credible certifications in professional processes and best-in-class TMT bars.

Our products are certified by SGS, a Swiss based multinational company which provides inspection, verification, testing and certification services for every batch and consignment of TMT bars made. And that is the verifiable truth about our products.

ARS
STEEL

KNOW THE TRUTH!





A VISION THAT STANDS FOR TRUST

ARS aspires to lead the Steel Industry through limitless innovation in technology creating new generation products and services, aims to set the new benchmarks of value-creation for all its customers and stakeholders, ARS intends to bring about boundless growth with trust.

THE MISSION ON THE PATH TO POSTERITY

- To ignite ARS' vision, keeping its values in the forefront
- To pursue latest technology for excellence
- To set new benchmarks in all spheres
- To source, develop and retain best talents
- To ensure ethical and high standard actions leading to trust with all customers and stakeholders

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WHERE **TRULY** EXCELLENT STEEL IS **FORGED**

We operate one of the major integrated steel plants in India, located at Gummidipoondi, Tamil Nadu. Our state-of-the-art manufacturing facility is certified with ISO 9001 and 14001 standards. It has a 250000 MT of annual steel making capacity.

HERE IS A BIRD'S EYE VIEW OF OUR FACILITIES FEATURES AND STRENGTHS:

- Modern and fully automated plant manufacturing the best quality Mild Steel Billets & TMT Rebars
- Pioneer in manufacturing 'D' quality bars
- Surpassing BIS specifications in terms of product performance
- Sophisticated infrastructure facilities for R&D
- Stringent quality control standards to ensure the best quality Mild Steel Billet & TMT Rebars
- Saving on energy consumption with the introduction of direct hot charging
- Thermex Technology is presently used for the

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TEST, RETEST, REPEAT THE TRUTH ABOUT PERFECTION

All our products are tested at every stage of the manufacturing process. We have a professional team from SGS who test every batch of billet casting & every consignment of TMT. The product is then certified by the team.

Our testing facility houses the most modern Spectrometer that records the values of 32 types of elements (Including Copper, Nickel, Chromium, Molybdenum, etc.). This clearly shows the quality of testing sample & brings forth the transparent approach we have towards our deliveries.

STEEL PATROL

Our ardent wish for transparency has given us the impetus to bring our testing to the site of our customers. Our Steel Patrol, a first of its kind in India, is fitted with the Spectrometer, to clearly show the quality of the sample being tested. With it, customers can see that our products have the right percentage of micro-alloys and other elements that make for a high-quality TMT bar.



JUST CALL US
ON 97104 11111
WE WILL BE
WITH YOU IN A JIFFY.



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GREEN STEEL





TRUST

SATISFIED IS TRUST EARNED

Our products are created to benefit our customers on all counts. Whether it is about the strength of our products or whether it is about the value for money that we provide with every TMT bar, ARS Steel's products have earned the trust of stakeholders across the value chain.

- Pioneering truly corrosion resistant steel (CRS) TMT bars
- Premium "D" quality Products
- Assured Saving of 4% to 6% (Certified by SERC)
- Quality Certifications from Indian and International Testing Agencies
- Transparent pricing and commercial terms
- Product availability and on-time dispatch



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PRODUCTS AND COMPOSITIONS



- ▶ We are the only brand in South India that conducts batch-wise SGS testing of every TMT rod within our manufacturing facility.
 - ▶ Our ARS 550D offers the highest earthquake resistance and fire resistance.
 - ▶ The ARS 550D has the highest resistance to corrosion. This is because ARS maintains the right balance of micro-alloys (Chromium, Nickel, Molybdenum, Copper).
 - ▶ The use of our product ensures the longest life for your building structure.
 - ▶ Our product offers savings of 4% to 6%.
 - ▶ Additional savings of 3% to 4% are guaranteed since we maintain the weight range from minimum to mean level.
 - ▶ The carbon footprint per ton of TMT with ARS 550D is the lowest in the country and is 75% lesser than the TMT made from iron ore.
-
- ▶ Enhanced Corrosion Resistance: ARS CRS 550 D bars are specifically designed to withstand corrosion, making them suitable in conditions where TDS in water is high.
 - ▶ Due to high TDS in ground water in every city and town we recommend to use only 0.5% CRE content **with lesser phosphorus**.
 - ▶ If TDS in water used for construction is greater than 220 ppm, we suggest to use only CRS 550D.
 - ▶ Longer lifespan & reduced maintenance cost: Due to their superior corrosion resistance, CRS bars have a longer lifespan and the structures require less maintenance leading to huge savings over time.
 - ▶ Improved safety: By using CRS TMT bars, the risk of structural failure due to corrosion is significantly reduced, enhancing durability that gives an added safety element to the construction.

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Available in convenient sizes of 8, 10, 12, 16, 20, 25 & 32 mm





VALIDATED AND CERTIFIED BY EXPERTS

There are many firsts that bring forth our commitment to quality and concern for the environment. We have prestigious certifications that vouch for our stringent standards on the one hand. On the other hand, our endeavor to reduce carbon footprint to ensure a greener world has also been acknowledged thanks to our Carbon emissions of just 841 kg which is 4 times lower than what the industry exhibits today.

- Pioneered the 1st 550D grade steel as a product in 2018
- First to launch CRS 550D TMT into the retail market in India
- International EPD (Green Steel) Certificate, the first of its kind for plants with induction furnaces
- BIS standards followed meticulously and relentlessly.
- SGS, the Swiss-based European Testing agency tests every batch for quality and only certified products are dispatched.

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Certificate of Registration

This is to certify that

ARS STEELS & ALLOY INTERNATIONAL PVT LTD

**B 1/S, SIPCOT INDUSTRIAL AREA, GUMMIDIPOONDI,
TAMIL NADU-601201, INDIA**

has been independently assessed by QRO
and is compliant with the requirement of:

ISO 9001:2015

Quality Management System

For the following scope of activities:

**MANUFACTURE OF HIGH STRENGTH DEFORMED (HSD) AND
THERMO MECHANICALLY TREATED (TMT) BARS.**

Date of Certification: 22nd February 2024

2nd Surveillance Audit Due: 21st February 2026

1st Surveillance Audit Due: 21st February 2025

Certificate Expiry: 21st February 2027

Certificate Number: 305024022249Q



Head of Certification

Validity of this certificate is subject to annual surveillance audits to be done successfully on or before 365 days from date of the audit.
(In case surveillance audit is not allowed to be conducted; this certificate shall be suspended / withdrawn).

The Validity of this certificate can be verified at www.qrocet.org

This certificate of registration remains the property of QRO Certification LLP, and shall be returned immediately upon request.



Certificate of Registration

This is to certify that

ARS STEELS & ALLOY INTERNATIONAL PVT LTD
B 1/S, SIPCOT INDUSTRIAL AREA, GUMMIDIPOONDI,
TAMIL NADU-601201, INDIA

has been independently assessed by QRO
and is compliant with the requirement of:

ISO 14001:2015
Environmental Management System

For the following scope of activities:

**MANUFACTURE OF HIGH STRENGTH DEFORMED (HSD) AND
THERMO MECHANICALLY TREATED (TMT) BARS.**

Date of Certification: 22nd February 2024


2nd Surveillance Audit Due: 21st February 2026

1st Surveillance Audit Due: 21st February 2025

Certificate Expiry: 21st February 2027

Certificate Number: 305024022248E




Head of Certification

Validity of this certificate is subject to annual surveillance audits to be done successfully on or before 365 days from date of the audit.
(In case surveillance audit is not allowed to be conducted: this certificate shall be suspended / withdrawn).

The Validity of this certificate can be verified at www.qrocert.org

This certificate of registration remains the property of QRO Certification LLP, and shall be returned immediately upon request.

India Office : QRO Certification LLP

142, 11nd Floor, Avtar Enclave, Near Paschim Vihar West Metro Station, Delhi-110063, (INDIA)

Website : www.qrocert.org, E-mail : info@qrocert.org



Environmental Product Declaration

In accordance with ISO 14025:2006 and EN 15804:2012+A2:2019/AC:2021 for:

TMT Rebars - ARS Fe 550D

from

ARS Steels and Alloy International Private Ltd.



Programme:

The International EPD® System, www.environdec.com,
www.environdecindia.com

Programme operator:
EPD registration
number:

EPD International AB
S-P-12057

Publication date:

2024-04-22

Valid until:

2029-04-21

An EPD should provide current information and may be updated if conditions change. The stated validity is therefore subject to the continued registration and publication at www.environdec.com



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www.manakonline.in

BUREAU OF INDIAN STANDARDS

Attachment to Licence No. CM/L- 4544565

CM/L-No	Name of the Licensee with the Factory Address	Name of the Product	Indian Standard No.
4544565	ARS Steels & Alloy International Pvt. Ltd. -No.B 1/S, SIPCOT INDUSTRIAL COMPLEX, , , GUMMIDIPOONDI : 601201	Carbon steel cast billet ingots,billets,blooms and slabs for re-rolling into steel for general structural purposes - Specification	IS 2830 : 2012

Endorsement No. 10 Dated 09-Nov-2023

Whereas, the licence was valid upto First January Two Thousand Twenty Four.

Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 31-DEC-2023 has been extended from First January Two Thousand Twenty Four to Thirty First December Two Thousand Twenty Four

Other terms and conditions of licence remain same.

Branch Head (Chennai Branch Office)

Manak Bhavan, 9 Bahadur Shah Zafar Marg, New Delhi 110002. ,9 Bahadur Shah Zafar Marg,
,DELHI,110002

Contact No: +91 11 23230131,
23233375, 23239402

Fax: +91 11 23234062, 232

Email: info@bis.gov.in



Confederation of Indian Industry

CII-Green Products and Services Council

hereby certifies that

ARS FE 550D

(GPARS300002)

Manufactured by Ars Steels & Alloys International Pvt.Ltd at B-1/S
SIPCOT INDUSTRIAL COMPLEX GUMMIDIPOONDI TAMIL NADU -
601201., Tamil Nadu meets the requirements of GreenPro Ecolabel and
qualifies as Green Product. This certification is valid till **December 2025**

Jamshyd N Godrej
Chairman, CII-Godrej GBC

A R Unnikrishnan
Chairman, CII-Green Products & Services Council

K S Venkatagiri
Executive Director, CII-Godrej GBC

Supporting Council and programmes





GOVERNMENT OF TAMIL NADU
PUBLIC WORKS DEPARTMENT

CERTIFICATE OF PRODUCT APPROVAL

RENEWAL No. PWD / RC-1/65 ASC-21C / 2022-09B/dated 30.05.2022

The Assessment Committee constituted by the Government of Tamil Nadu vide G.O. Ms. No. 106 /Housing / dated 06.03.1975, in its 65th meeting held on 6th February 2019 have accorded approval for the product - **"ARS" Fe 550D Grade TMT Steel bars (8, 10, 12, 16, 20,25&32mm dia)** and have issued Product Approval Certificate in Approval No. PWD/NPA-21C/65ASC/2019/dated 20.02.2019. Now, the Chairman of the Assessment Committee & Engineer-in-Chief (Buildings), Public Works Department after examining various aspects has accorded approval for the Renewal of this product.

Products / Product Range : **"ARS550D" Fe 550D Grade TMT Steel bars (8, 10, 12, 16, 20,25&32mm dia.)- High Strength deformed steel bars and wires for concrete reinforcement.**

Manufacturer / Company : ARS Steels & Alloy International Pvt. Ltd,
D-109, 2nd Floor, LBR Complex,
Anna Nagar East, Chennai – 600102.

Location of Manufacturing Unit : No.B-1/S,SIPCOT Industrial Complex,
Gummidipoondi– 601201.

References : BIS License Number CM/L – R-6530766

Standards/ Specifications : IS 1786:2008.

Limitations:

1. Renewal is subject to validity and scope of BIS License for the product and compliance to the specification(s) mentioned.
2. Quality should be maintained conforming to the Latest Test Results produced at the time of Renewal and relevant BIS Standards.
3. Any change of materials, manufacturing process, quality control routines that may affect the validity of this certificate should be notified to the Assessment Committee, PWD, Government of Tamil Nadu, failing which TNPWD reserves the right to cancel the approval.
4. **The certificate is valid from 30.05.2022 up to and inclusive of 29.05.2025 for a period of three years.**



[Signature]
Member Secretary, Assessment Committee &
Superintending Engineer, PWD
Planning and Designs Circle (Buildings)
Chepauk, Chennai – 600 005.





A NETWORK THAT IS SPREADING BY THE DAY

One of our biggest strengths is our strong distribution network. Across South India we have built more than just a network. We have built relationships that have grown with us over the past three decades.

We currently have 1000+ districts across South India, serving in over 40+ Districts. Our transparent and clear processes have earned the trust of all our dealers and distributors.

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CLIENTS



CLIENTS



AMPA Home Build

KEY MANAGEMENT PROFESSIONALS



SHRI. ASHWANI KUMAR BHATIA
FOUNDER AND MANAGING DIRECTOR



SHRI. RAJESH BHATIA
EXECUTIVE DIRECTOR



MR. SATHYANARAYANA MURTHY
TECHNICAL DIRECTOR



MR. N. PRABHU
DEPUTY DIRECTOR
FINANCE & ACCOUNTS



MR. MEERA REDDY
SENIOR GENERAL MANAGER
PURCHASE



MR. TS. RAGU
SR. GENERAL MANAGER
SALES & MARKETING



MR. R.R. PATTABI SEETHARAMAN
GENERAL MANAGER - SALES



MR. R GOVINDARAJAN
GENERAL MANAGER
FIELD MARKETING &
TECHNICAL SERVICES



MS. N. SUBASHINI
GENERAL MANAGER
HR



MS. S. VALARMADHI
GENERAL MANAGER
FINANCE AND ACCOUNTS



MR. M. BABULAL
AGM-IT



ARS Steels & Alloy International Pvt. Ltd.
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Tel: 044-4560 6700.