

A circular maze graphic on a blue background. The maze is composed of concentric rings. The outer rings are made of green lines, while the inner rings are made of grey lines with a cross-hatched texture, resembling steel reinforcement. The maze leads to a central white circle.

**THE
TRUTH ABOUT
GREAT STEEL**

ARS
GREEN STEEL



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WHO WE ARE

ARS Green Steel is a trusted and established name in the Indian steel industry, built on more than three decades of manufacturing excellence, technical integrity, and continuous innovation. Founded in 1990 as ARS Metals Private Limited, the company began with a clear and disciplined objective: to manufacture steel that consistently meets specifications, delivers dependable performance, and earns long-term confidence across markets.

Commercial production commenced in 1992 with MS billet manufacturing, marking ARS's entry into primary steelmaking. Over the past 33 years, the company has developed deep operational expertise, supported by strong raw material sourcing practices and strict process control, laying a solid foundation for quality-led growth. In 2005, ARS expanded into TMT rebar manufacturing with the commissioning of its rolling mill division, transforming the organization into a fully integrated steel manufacturer with enhanced control over quality, consistency, and supply reliability. This integration was further strengthened in 2010 through the installation of a 25-ton induction furnace with billet caster, significantly improving production efficiency, output stability, and metallurgical consistency.



Innovation has remained central to ARS's growth trajectory. In 2015, the company began manufacturing Fe 500D grade TMT bars, and in 2018 achieved a significant industry milestone by becoming the first manufacturer to introduce Fe 550D grade TMT bars, establishing new benchmarks in strength, ductility, and structural performance.

Headquartered in Chennai, with its integrated manufacturing facility located at Gummidipoondi, Tamil Nadu, ARS today operates one of the region's most advanced steel plants. The company has an annual production capacity of 3,00,000 MT of billets and 2,76,000 MT of TMT rebars, supported by over 20 years of TMT rebar manufacturing experience and more than 46 years of collective expertise across the steel value chain.



OUR VISION



ARS Green Steel aspires to become India's most trusted and reliable steel brand, setting benchmarks in sustainability, carbon neutrality, and stakeholder confidence. Through responsible manufacturing, continuous innovation, and uncompromising transparency, ARS is committed to shaping a future where economic growth and environmental stewardship advance together.

Beyond producing steel, ARS is focused on building trust, enabling net-zero construction, and contributing meaningfully to a resilient and sustainable world.



Engineering Trust.
Sustaining the Future.

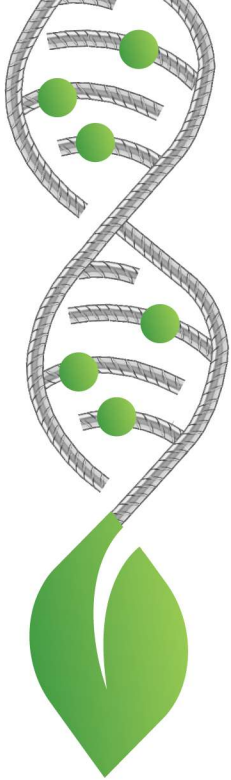


LEADING THE WAY

Leadership continuity has played a defining role in ARS's sustained success.

Founded by **Mr. Ashwani Kumar Bhatia**, Managing Director, the company is guided by enduring values of integrity, precision, and resilience. In 2009, leadership was further strengthened with **Mr. Rajesh Bhatia** assuming the role of Executive Director, driving modernization, operational excellence, and strategic expansion while preserving the group's core principles.





QUALITY IS IN OUR DNA

Uncompromising Quality

ARS ensures superior quality through rigorous inspection and testing of every batch, validated by SGS, a globally trusted certification authority. This robust quality framework guarantees consistency, reliability, and lasting customer confidence.

Sustainability

Sustainability is at the core of ARS's manufacturing philosophy. By embracing Green Steel principles, the company integrates eco-friendly processes, enhanced energy efficiency, and reduced carbon emissions all while maintaining uncompromised metallurgical performance. A major milestone was achieved in 2024 when ARS became the first to produce TMT rebars offering a unique 3-in-1 advantage: Ductility, Corrosion Resistance, and Green Steel. That same year, ARS expanded capacity with an additional 25-MT induction furnace and upgraded rolling mill facilities to support future growth.

Future-Ready Growth

ARS is committed to responsible expansion. The company aims to increase TMT rebar output to 0.5 million tons per annum by 2027, with a long-term goal of reaching 1.0 million tons of green steel rebars per annum by 2030.

Future-Ready Growth

ARS Green Steel represents engineering excellence, reliability, and sustainable progress — where innovation and quality are continuously refined, measured, and delivered.





WHAT WE MANUFACTURE – PRODUCT PORTFOLIO

- ARS 550D CRS TMT Bars are engineered for superior corrosion resistance, while maintaining high strength and ductility
- Developed using advanced micro-alloying technology with Copper, Chromium, Nickel, and Molybdenum
- Ensures enhanced durability and improved structural safety
- Features a Corrosion Resistant Equivalent (CRE) of not less than 0.4%
- Ideal for coastal areas, high salinity groundwater regions (>300 ppm), and harsh environments
- Provides excellent earthquake resistance with 16–18% ductility
- Delivers high strength (560–600 N/mm²) for robust construction
- Offers superior bonding with concrete through innovative angular lugs
- Reduces corrosion during and after construction
- Provides enhanced fire resistance
- Increases the lifespan of structures up to 3 times with proper construction practices



CERTIFIED BY:



Fe 550D CRS

CHEMICAL PROPERTIES			
PROPERTIES	UNIT	IS 1786-2008	ARS Fe 550D CRS
Carbon	%	0.25 Max	0.25 Max
Phosphorus	%	0.04 Max	0.04 Max
Sulphur	%	0.04 Max	0.04 Max
P + S	%	0.075 Max	0.070 Max
*CRE (Cr+Cu+Mo+Ni)	%	Not less than 0.4%	Not less than 0.4%

*CRE - Corrosion Resistant Equivalent

MECHANICAL PROPERTIES			
PROPERTIES	UNIT	IS 1786-2008	ARS Fe 550D CRS
Yield strength	N/mm ²	550 Min	560 Min
Tensile strength	N/mm ²	600 Min	630 Min
TS/YS	Ratio	1.08 Min	1.10 Min
Elongation	%	14.5 Min	16 Min



WHAT WE MANUFACTURE – PRODUCT PORTFOLIO

- ARS 550D TMT Bars are designed for superior strength, flexibility, and reliability in modern construction
- Manufactured using high-grade raw materials with low phosphorus and sulphur content
- Ensures excellent ductility and consistent structural performance
- Offers high tensile strength and superior bendability for enhanced safety
- SERC certified, enabling 4%–6% savings in TMT consumption
- Each batch is tested by SGS and is BIS certified for assured quality
- Provides strong concrete bonding and excellent shock resistance
- Enhanced earthquake resistance and corrosion protection
- Ideal for building durable, long-lasting, and resilient structures



CERTIFIED BY:



Fe 550D

CHEMICAL PROPERTIES			
PROPERTIES	UNIT	IS 1786-2008	ARS Fe 550D
Carbon	%	0.25 Max	0.25 Max
Phosphorus	%	0.04 Max	0.04 Max
Sulphur	%	0.04 Max	0.04 Max
P + S	%	0.075 Max	0.070 Max
*CE (Carbon equivalent)	%	0.42 Min	0.35 Min

MECHANICAL PROPERTIES			
PROPERTIES	UNIT	IS 1786-2008	ARS Fe 550D
Yield strength	N/mm ²	550 Min	560 Min
Tensile strength	N/mm ²	600 Min	630 Min
TS/YS	Ratio	1.08 Min	1.10 Min
Elongation	%	14.5 Min	16 Min 22 Max



GREEN STEEL & SUSTAINABLE LEADERSHIP

At ARS Green Steel, sustainability is not an initiative but a core manufacturing philosophy. Leadership in green steel is defined by measurable outcomes, verified certifications, and a long-term commitment to enabling a low-carbon future for construction and infrastructure.

ARS is recognized as India's No.1 Certified Green Steel Manufacturer, having achieved a 5-Star Green Steel rating under the Ministry of Steel's Green Steel Taxonomy. With a carbon emission intensity of approximately 0.592 tCO₂e per ton of finished steel, ARS operates at emission levels four times lower than the Indian industry average, three times lower than the global average, and among the lowest globally for TMT rebar manufacturing.

This performance is driven using over 98% premium recyclable steel, high-efficiency induction furnaces, superior material yields exceeding 95%, and a growing share of renewable energy. ARS steel is engineered to support net-zero-ready construction without compromising strength or durability.

All sustainability claims are independently verified through Environmental Product Declarations, third-party CO₂ measurement and verification, and heat-wise digital carbon tracking enabled through QR codes, ensuring complete transparency and credibility.

ARS Green Steel is fully compliant with LEED v5, GRIHA, and SGBC frameworks, supporting green building certifications, faster regulatory approvals, access to green finance, and long-term asset value creation.





DATA TRANSPARENCY

Transparency at ARS Green Steel is engineered into the system. Every ton of steel is supported by digitally captured, heat-wise production data covering raw materials, processing parameters, mechanical properties, and carbon emissions.

Each customer order is assigned a unique QR code that provides access to chemical composition, IS 1786 test results, SGS batch certification, heat-level CO₂ data, and Green Steel credentials. All reports and certificates are hosted on a secure cloud-based platform, ensuring audit readiness and easy access for consultants, developers, and certification agencies.

ARS follows a zero self-certification policy. SGS conducts real-time, batch-wise testing at the plant, NABL-accredited laboratories validate metallurgical parameters, and EPDs are independently audited. CO₂ emissions are measured using real-time production data, enabling accurate embodied carbon calculation for green building compliance.

At ARS, transparency is not claimed, it is proven.



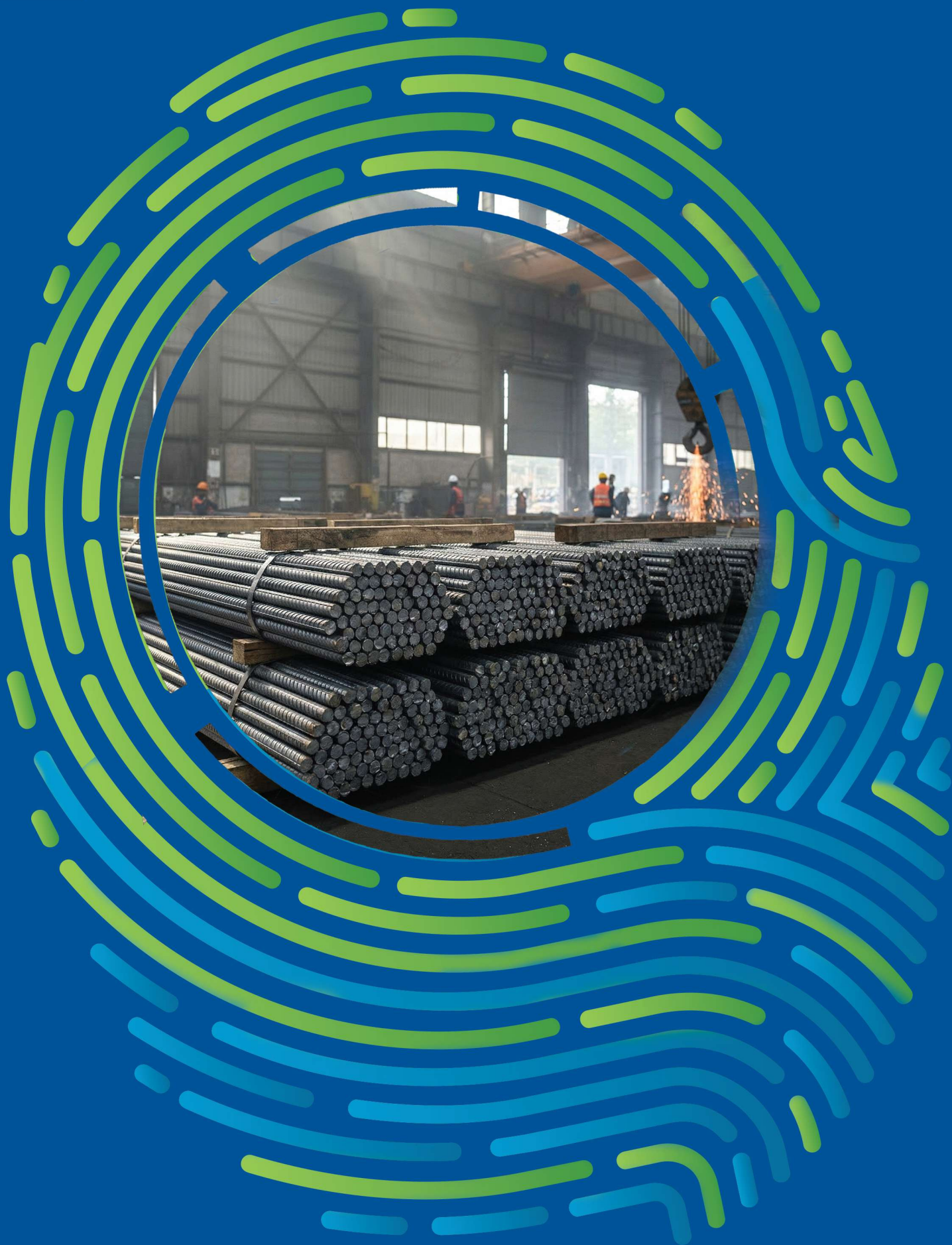


CERTIFICATIONS & INDUSTRY RECOGNITION

ARS Green Steel's commitment to quality, safety, and sustainability is validated through globally recognized certifications, including ISO 9001 for Quality Management, ISO 14001 for Environmental Management, and ISO 45001 for Occupational Health and Safety.

Every batch of ARS TMT rebars is certified by SGS, ensuring consistent product performance. Independently verified Environmental Product Declarations provide transparent lifecycle environmental data. ARS products are listed in the GRIHA Product Catalogue for Life Cycle Assessment and Innovation and support LEED, and SGBC credits.

ARS TMT rebars are approved by PWD and NHAI, confirming acceptance for critical public infrastructure projects.



OUR CORE TEAM



Shri. ASHWANI KUMAR BHATIA
Managing Director



Shri. RAJESH BHATIA
Executive Director



**Mr. C.V. SATHYANARAYANA
MURTHY**
Technical Director



Mr. N. PRABHU
Dy. Director
Finance & Accounts



Mr. SUMIT BHATIA
Vice President - Global Business
All India Key Accounts and
Renewal Power Management



Mr. B. MADHANAGOPAL
Vice President
Supply Chain Management



Mr. G. CHANDRA MOULI
Chief Marketing Officer

DEALER NETWORK



OUR KEY CLIENTS



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