

Who are we !



# Asian Reinforcement Consultancy (ARC)

# Who are we !

Over the years it was realized that there is a big gap between primary & secondary producer's of reinforcement products in terms of value, pricing & after sales services of similar products in India, for overall approach towards business like market share, product positioning, pricing, Value proposition, delivered value.

To decrease the gap between secondary and primary producers we have come up with the thought to provide our services to the secondary producers to overcome the barriers to create value and not just be driven by price.

To provide the best pricing & best quality with best after sales service solutions to our customers, we provide our valueable consultancy to end consumers like construction groups, infra companies & for import n export .

*"Maal ka Bhav , Maal ka Moal"*

Overall over 3 decades of experience in reinforcement product industries with leading integrated plants in flat steel, coated steels, form works Steel/Alu and long steel products.

- ✓ Sales & Marketing
- ✓ Product Pricing
- ✓ Branding
- ✓ Procurement
- ✓ Distribution & Logistics
- ✓ Corporate strategy



## Experience

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Jeevaka Industries P Ltd ( DIIL)

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Monnet Ispat & Energy Ltd

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Essar Steel Ltd

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Jindal Steel & Power Ltd

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Bhushan Steels

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JSW ISPAT Ind. Ltd

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Rashtriya Ispat Nigam Ltd (RINL)

# Key Engagements

Bulk Purchase	<ul style="list-style-type: none"><li>• Raw material , plant &amp; machinery</li><li>• Contracting with infra companies for establishing &amp; constructing plants .</li></ul>
Corporate Strategy	<ul style="list-style-type: none"><li>• Formulated plan for 10 Million Stage for Essar Steels Ltd</li><li>• Monnet Ispat – 2 million stage</li></ul>
Go To Market Plan	<ul style="list-style-type: none"><li>• For the 5 mtr wide plate mill of ESTL</li></ul>
Source Approvals & Product Approvals	<ul style="list-style-type: none"><li>• Oil &amp; Gas, Infrastructure, construction, Indian Railways, PSU BHEL, NTPC, NHAI, PGCIL</li></ul>
Pricing	<ul style="list-style-type: none"><li>• Formulated the pricing structure</li><li>• Bench Mark Pricing</li></ul>
Branding	<ul style="list-style-type: none"><li>• Successfully conducted the “ Knowledge Forums”</li></ul>
Distribution & Channel	<ul style="list-style-type: none"><li>• Signed 1<sup>st</sup> MoU for JSPL with L&amp;T, BHEL for supply of structural Steel</li><li>• Established 9 major stockyards across country for Monnet Ispat, RINL &amp; JSPL dealer network.</li><li>• Successfully established a pan India dealer network for coated products for Bhushan Steel</li></ul>
External agencies	<ul style="list-style-type: none"><li>• API / ASME , BIS, Accenture &amp; IBM,</li></ul>



## Services Offered

Purchase Management

Branding

Sources Approvals

Product Approvals

Internal Training

Business Leads

Smart analysis for Product



Purchase  
Management



De-bottling the pain points



MIS



Right product with correct price,  
quality , delivery & after sales.



Payment terms



Smart check systems – where  
systems work & not men

# Branding





# Source Approvals



Company profile



MES, CPWD,  
CORE, NHAI,  
AWHO, EIL



Power Grid



State Utilities



Potential clients



API, Oil & Gas  
sector



STATE UTILITIES –  
TRANSCO, GENCO



PSU'S – CENTRAL &  
STATE

## Product Approvals



INFRA &  
CONSTRUCTION COS



# Internal Training



PPC



QUALITY  
MANAGEMENT



STOCK  
MANAGEMENT



ORDER  
MANAGEMENT  
(PURCHASE & SALES)

# Smart Analysis of Products



VALUE PROPOSITION  
IN TERMS DELIVERY OF  
STOCKS



CHECKPOINTS FOR  
DOCUMENTATION LIKE  
INVOICING AS PER  
SECTION WEIGHT,  
PACKING LIST ETC



DEFINING A PRODUCT  
– IT INCLUDES GOODS  
& SERVICES



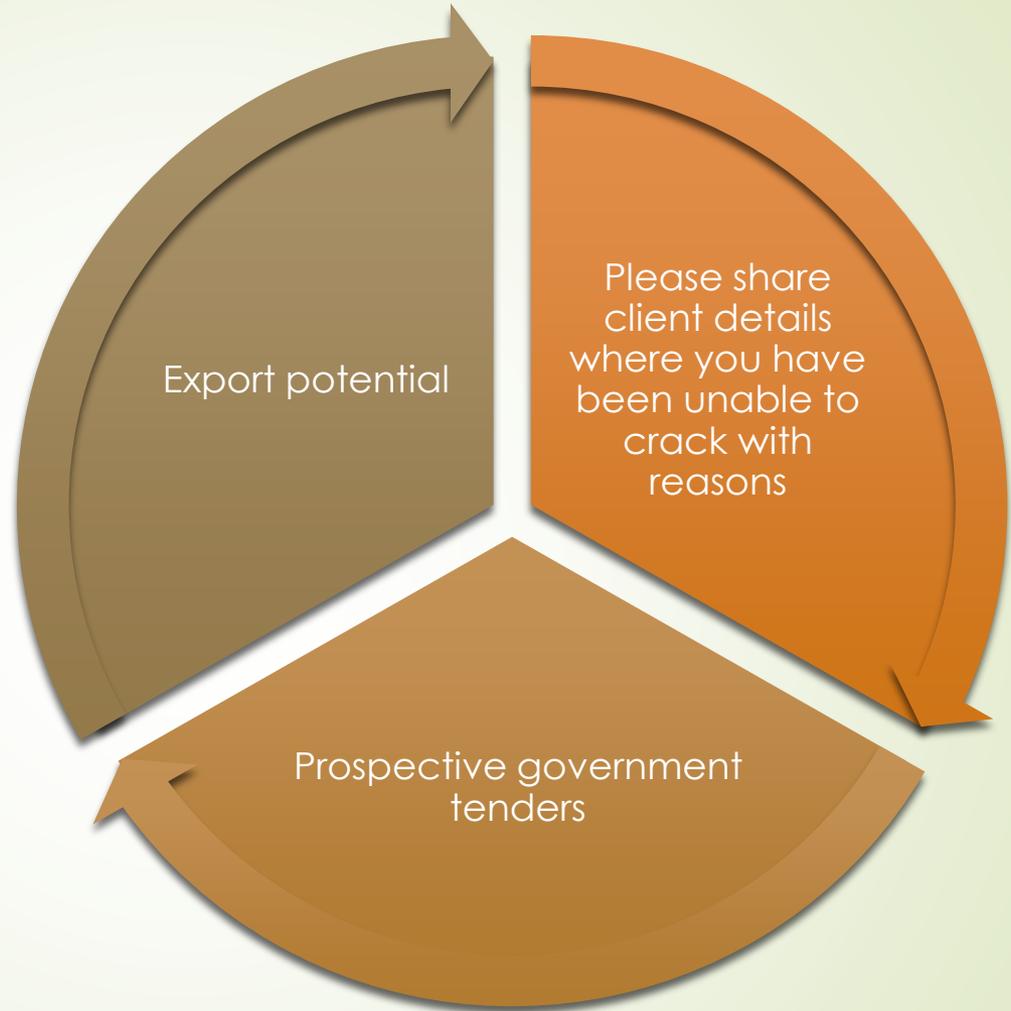
VALUE ADDED  
PRODUCTS LIKE EPOXY  
COATED TMT, CRS  
REINFORCEMENT BARS



SWOT ANALYSIS



# Business Leads





## Documentation



Learning curve  
through internal data



Best way to know  
about yourself is to  
stand in front of mirror.



The mirror is proper  
documented data –  
both internal &  
external

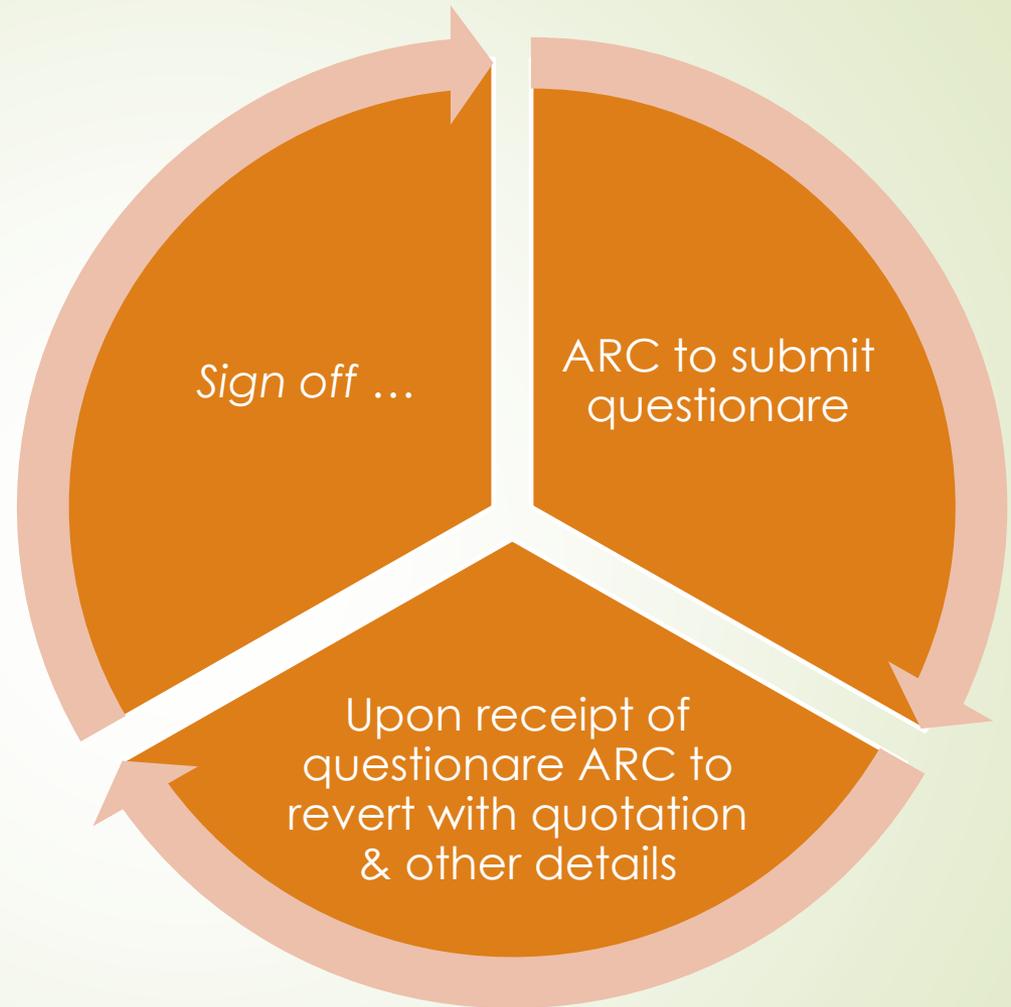


For seamless  
operation it's  
mandatory to have  
proper documented  
data.



Most cost effective  
learning is only  
through internal  
means

Way forward





Let's  
begin ....



Thank You  
for the  
opportunity  
provided  
today.