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# Steel Market Info

THE MAGAZINE DEVOTED TO STAINLESS STEEL AND ITS APPLICATIONS

स्टील मार्केट इन्फो



VOLUME

90

APRIL 2023

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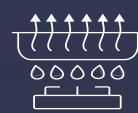
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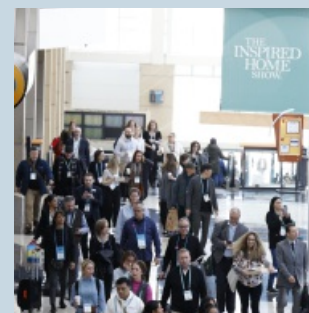
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# विज्ञापन व्यवसाय की बैकबोन है

प्रिय उद्यमी पाठकों,

विज्ञापन व्यवसाय में एक प्रमुख भूमिका निभाते हैं। आजकल व्यापार की दुनिया बहुत प्रतिस्पर्धी है, और विज्ञापन का उपयोग इसी प्रतिस्पर्धी की दौड़ में सबसे आगे निकलने के लिए किया जाता है। एक व्यवसाय शुरू करने, एक ब्रांड बनाने और प्रतिस्पर्धा के खिलाफ एक कंपनी, उत्पाद या सेवा की स्थिति बनाये रखने के लिए विज्ञापन एक महत्वपूर्ण भूमिका निभाता है। विज्ञापन, बिजनेस ग्रोथ की रणनीति का एक अहम हिस्सा है। विज्ञापन, संचार का एक रूप है जिसका उद्देश्य दर्शकों, पाठकों या श्रोताओं को अपने ब्रांड, उत्पाद या सर्विस की ओर आकर्षित करना या प्रोडक्ट की जानकारी प्रदान करना है।

व्यवसाय पर विज्ञापनों का प्रमुख प्रभाव यह है कि विज्ञापन खरीदार के निर्णयों को प्रभावित करता है और उत्पादकी खरीदारी को बढ़ावा देता है। इसके अलावा, विज्ञापन किसी उत्पाद या सेवा के बारे में जागरूकता फैलता है।

विज्ञापन आपके व्यवसाय की पुरानी या नकारात्मक धारणाओं को बदलने में मदद करता है। विज्ञापन आपके उद्योग का प्रचार करता है एवं आपके व्यवसाय की अच्छी छवि बनाता है। साथ ही विज्ञापन, व्यवसाय का विस्तार करने में मदद करता है।

अभी दुनिया में जितनी भी बड़ी ब्रांड है वे निरंतर विज्ञापन का उपयोग करती आई हैं विज्ञापन से ही वह आज के बड़े ब्रांड बना पाई है। विज्ञापन द्वारा ही आज देश-विदेश के करोड़ों लोगो के पास बहुत ही कम समय में अपने उत्पाद की जानकारी दें सकते हैं। विज्ञापन से ही आप अपने व्यवसाय को तेज गति प्रदान कर सकते हैं।

“स्टील मार्केट इन्फो” पिछले 23 वर्षों से राष्ट्रिय व अन्तराष्ट्रिय मैगजिन तथा एग्जिबिशन के माध्यम से देश के निर्माताओं को विज्ञापन के अवसर देते आ रही हैं, जिससे सैकड़ों व्यवसायियों ने अपने व्यवसाय को और अधिक बढ़ाया है व ब्रांड को देश-विदेश में पहचान बनाई है। देश के व्यापार हित में अपने प्रकाशन व एग्जिबिशन के निरंतर प्रयास की कड़ी को ओग बढ़ाते हुए आगामी 18 से 20 अगस्त 2023 को एक अन्तराष्ट्रिय एग्जिबिशन का आयोजन मुम्बई में करने जा रही है। हमें पूर्ण विश्वास है कि ये शो निर्माताओं व निर्यातकों को व्यापार के नये अवसर प्रदान करेगा।

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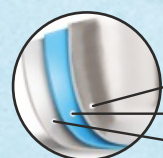
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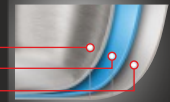
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# विज्ञापन व्यवसाय की बैकबोन है

'विज्ञापन' शब्द 'वि' और 'ज्ञापन' से मिलकर बना है। 'वि' का आभिप्राय 'विशिष्ट' तथा 'ज्ञापन' का आभिप्राय सूचना से है। अतः विज्ञापन का अर्थ 'विशिष्ट सूचना' से है। आधुनिक समाज में 'विज्ञापन' व्यापार को बढ़ाने वाले माध्यम के रूप में जाना जाता है।

किसी उत्पाद अथवा सेवा को बेचने अथवा प्रवर्तित करने के उद्देश्य से किया जाने वाला जनसंचार विज्ञापन (Advertising) कहलाता है। विज्ञापन विक्रय कला का एक नियंत्रित जनसंचार माध्यम है जिसके द्वारा उपभोक्ता को दृश्य एवं श्रव्य सूचना इस उद्देश्य से प्रदान की जाती है कि वह विज्ञापनकर्ता की इच्छा से विचार सहमति, कार्य अथवा व्यवहार करने लगे।

विश्व फलक पर आज विज्ञापन का जो बहुआयामी स्वरूप विकसित हुआ है, उसके पीछे विज्ञापन की एक लंबी कहानी है। उसकी पृष्ठभूमि विश्व के प्राचीन इतिहास में समाई हुई है। विज्ञापन एक प्रकार का संप्रेषण है, जो संदेश ग्रहणकर्ता पर संदेश की प्रभावी प्रतिक्रिया से प्रेरित होता है। निश्चय ही मानव सभ्यता के उदय के साथ ही मानवीय संप्रेषण की आवश्यकता के लिए विज्ञापन का अस्तित्व रहा होगा। मानव सभ्यता के प्रारंभिक चरण में जनता को अनुशासित, नियंत्रित करने तथा जनमत को स्वपक्ष में प्रभावित करने के लिए जो प्रयास किए जाते थे, उनमें विज्ञापन की पृष्ठभूमि निहित है। यह बात और है कि उस समय के विज्ञापन का स्वरूप आज के ग्लैमरस विज्ञापनों से बिल्कुल भिन्न था।

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अवसरों पर विज्ञापन अपने किसी न किसी स्वरूप में उपस्थित रहा है। आध्यात्मिक से लेकर पौराणिक कहानियों में अनेक घटनाओं का उल्लेख मिलता है जिससे बड़े आधार पर विज्ञापन के लिए तत्कालीन प्रचार माध्यमों का प्रयोग किया गया था।



ढोल-नगाड़ों के साथ मुनादी करवाना या डुगडुगी बजाकर राजाओं के निर्देशों के प्रचार का उल्लेख अनेक जगहों पर मिलता है। महाभारत व रामायण काल में स्वयंवर व यज्ञों आदि के लिए पूर्व प्रचार के विभिन्न उल्लेख मिलते हैं। मल्लयुद्ध, खेलकूद तमाशा, नौटंकी आदि लोक कार्यक्रम में आमंत्रण के लिए भी प्रचार साधनों का उपयोग किया जाता रहा है।

विजय कुलश्रेष्ठ और प्रतुल अथइया राजस्थान पत्रिका के हवाले से लिखते हैं कि आज से तीन हजार वर्ष पूर्व मिस्त्र में विज्ञापनों का उपयोग श्रीमंतों के घरों से भागे हुए दासों को

पकड़नेवालों के लिए उचित पुरस्कार देने की घोषणा के लिए किया जाता था। ये विज्ञापन उस काल में श्रीपत्र या भोजपत्र (पेपरिस) पर लिखे जाते थे।

माना जाता है कि संसार का पहला विज्ञापन भारत में रचा गया। आज से लगभग डेढ़ हजार वर्ष पूर्व यह विज्ञापन भारतीय बुनकर व्यापारी संघ द्वारा प्राचीन गुप्तकालीन दशपुर (संप्रतिरुमध्य प्रदेश) में स्थित एक सूर्य-मंदिर की दीवारों में लगवाया गया था। विश्व के प्रसिद्ध इतिहासज्ञों और पुरातत्ववेत्ताओं को इस बात के प्रमाण मिले हैं कि प्राचीनकाल में शासक प्रजा को जिन नियमों से अनुशासित करना चाहते थे, उन नियमों को प्रजा की जानकारी के लिए सार्वजनिक स्थानों पर भित्ति, पट्ट आदि पर खुदवा दिया जाता था। धार्मिक सूचनाओं, राजाज्ञाओं और सरकारी आदेशों को शिलालेखों पर विज्ञापन के रूप में उत्कीर्ण कराने की प्रथा भारतीय सम्राट अशोक के समय में विद्यमान थी। सम्राट अशोक ने शिलालेखों पर अनेक सूचनाएँ उत्कीर्ण कराईं। इन्हीं सूचनाओं में जगदीश्वर चतुर्वेदी विज्ञापन की पृष्ठभूमि तलाशते हैं—'प्राचीन भारतीय समाज में विज्ञापन का लक्ष्य धार्मिक विचारों का प्रचार करना था। सम्राट अशोक के स्तंभों और भित्ति संदेशों, गुफा चित्रों आदि को 'आउटडोर' विज्ञापन का पूर्वज कह सकते हैं। 'इंडोर विजुअल' संप्रेषण कला के पूर्वज के रूप में अजंता, साँची और अमरावती की कलाओं को पढा जा सकता है।'

आधुनिक विज्ञापन की ओर पहला कदम 15वीं और 16वीं सदी में छपाई



के विकास के साथ आया। 17वीं शताब्दी में, लंदन के साप्ताहिक समाचार पत्रों में विज्ञापन देना शुरू किया गया और 18वीं शताब्दी तक ऐसे विज्ञापन फल-फूल रहे थे।

आधुनिक विज्ञापन कला का सूत्रपात भारत में प्रेस के आगमन के साथ-साथ हुआ यह प्रेस पुर्तगालियों द्वारा सन् 1556 में गोवा में लगाई गई थी। विज्ञापन की शुरुआत भी देश में प्रकाशित समाचार पत्र “बंगला गजट या हिकी गजट” के साथ 1780 से जुड़ी हुई है।

औद्योगिक क्रांति के फलस्वरूप विज्ञापन की दुनिया में तेजी से बदलाव आने लगा। आज उच्च प्रौद्योगिकी के युग में विज्ञापन संसार को वैविध्यपूर्ण बना दिया है।

औद्योगिकीकरण आज विकास का पर्याय बन गया है। उत्पादन बढ़ने के कारण यह आवश्यक हो गया है कि उत्पादित वस्तुओं को उपभोक्ता तक पहुँचाया ही नहीं जाय बल्कि उसे उस वस्तु की जानकारी भी दी जाय। वस्तुतः मनुष्य को जिन वस्तुओं की आवश्यकता होती है व उन्हें तलाश ही लेता इसके ठीक विपरीत उसे जिसकी जरूरत नहीं होती वह उसके बारे में सुनकर अपना समय खराब नहीं करना चाहता। इस अर्थ में विज्ञापन वस्तुओं को ऐसे लोगों तक पहुँचाने का कार्य करता है जो यह मान चुके होते हैं कि उन वस्तुओं की उसे कोई जरूरत नहीं है। आशय यह कि उत्पादित वस्तु को लोकप्रिय बनाने तथा उसकी आवश्यकता महसूस कराने का कार्य



विज्ञापन करता है।

विज्ञापन अपने छोटे से संरचना में बहुत कुछ समाये होते हैं। आज विज्ञापन हमारे जीवन का अहम हिस्सा बन चुका है।

किसी भी तथ्य को यदि बार-बार लगातार दोहराया जाये तो वह सत्य प्रतीत होने लगता है यह विचार ही विज्ञापनों का आधारभूत तत्व है। विज्ञापन जानकारी भी प्रदान करते हैं। उदाहरण के लिए कोई भी वस्तु जब बाजार में आती है, उसके रूप – रंग – संरचना व गुण की जानकारी विज्ञापनों के माध्यम से ही मिलती है। जिसके कारण ही उपभोक्ता को सही और गलत की पहचान होती है। इसलिए विज्ञापन हमारे लिए जरूरी है।

जहाँ तक उपभोक्ता वस्तुओं का सवाल है, विज्ञापनों का मूल उद्देश्य ग्राहकों के अवचेतन मन पर छाप छोड़ जाना है और विज्ञापन इसमें सफल भी होते हैं। यह शकहीं पे निगाहें, कही पे निशानाश का सा अन्दाज है।



विज्ञापन सन्देश आमतौर पर प्रायोजकों द्वारा भुगतान किया है और विभिन्न माध्यमों के द्वारा देखा जाता है जैसे समाचार पत्र, पत्रिकाओं, टीवी विज्ञापन, रेडियो विज्ञापन, आउटडोर विज्ञापन, ब्लॉग या वेबसाइट आदि। वाणिज्यिक विज्ञापनदाता अक्सर उपभोक्ताओं के मन में कुछ गुणों के साथ एक उत्पाद का नाम या छवि जोड़ जाते हैं जिसे हम ब्रान्डिंग कहते हैं। ब्रान्डिंग उत्पाद या सेवा की बिक्री बढ़ाने में एक प्रमुख भूमिका



निभाता है। गैर-वाणिज्यिक विज्ञापनों का उपयोग राजनीतिक दल, हित समूह, धार्मिक संगठन और सरकारी एजेंसियाँ करती हैं।

आज का युग विज्ञापन का युग है। किसी भी वस्तु, व्यक्ति या जगह से हम विज्ञापन के माध्यम से ही परिचित हो जाते हैं। विज्ञापन ने अपना आधुनिक रूप ले लिया है और यह समाज का आर्थिक तंत्र का अभिन्न अंग बन गया है।

Coca-Cola कम्पनी पिछले 125 सालों से विज्ञापन का उपयोग अपने व्यवसाय का विस्तार करने के लिए कर रही है जिसके फलस्वरूप वो आज के प्रचलित ग्लोबल ब्रांड में से एक है और उसके उत्पादन दुनिया भर में प्रचलित है। दुनियाभर में उनके उत्पाद को सभी आयुवर्ग के करोड़ों लोग जानते हैं जिसका कारण विज्ञापन है।

पिछले कुछ वर्षों में विज्ञापन की सहायता से Amazon और Flipkart बड़ी ब्रांड कम्पनियाँ बनी हैं। Amazon India का वित्तीय वर्ष 2022 का कुल रिवेन्यू 21 हजार करोड़ रहा वहीं Flipkart का कुल रिवेन्यू वित्तीय वर्ष 2022 का 61 हजार करोड़ रहा। आज उनकी ऐप/वेबसाइट पर अन्य कम्पनियों के उत्पाद बेच रहे हैं। विज्ञापन के माध्यम से उनकी ऐप/वेबसाइट पर करोड़ों



लोग अन्य कम्पनियों के उत्पाद खरीद रहे हैं।

भारत में किचनवेयर व कुकवेयर इण्डस्ट्री में भी प्रेस्टिज, हॉकिन्स, पिजन, युनाईटेड इत्यादि अनेक कम्पनियां हैं जिन्होंने विज्ञापन के माध्यम से अपनी ब्रांड को प्रचलित व स्थापित किया है। आज भारत में इस क्षेत्र में हजारों मैनुफेक्चरर हैं किन्तु कुछ कम्पनियाँ ही अपने आप को ब्रांड के रूप में स्थापित कर पायी हैं। आज भी अपने क्षेत्र की काफी कम्पनियां विज्ञापन को खर्चा समझ कर सीमित दायरे में काम कर रही हैं किन्तु विज्ञापन एक खर्चा नहीं अपितु व्यवसाय में निवेश है जो भविष्य में अवश्य ही एक मात्र जरिया है जिससे वे व्यवसाय का तेज गति से विकास व अपने उत्पाद को ब्रांड बना सकते हैं। हम रोजाना अनेकों ब्रांड को टीवी, न्यूजपेपर, मैगज़िन, रेडियो, हॉर्डिंग व सोशल मिडिया के जरियें देखते व सुनते हैं भले ही हमने वो उत्पाद अभी तक उपयोग में नहीं लिये किन्तु बाजार में देखे हैं और जब भी हमें उस उत्पाद की आवश्यकता होगी तब हम वह ब्रांड का उत्पाद ही खरीदते हैं।

2022 में पूरे विश्व में विज्ञापन पर 615.



2 बिलियन अमेरिकी डॉलर खर्च किये जाने का अनुमान है और विकिपिडिया के एक अनुमान के अनुसार है 2028 तक 834-9 बिलियन अमेरिकन डॉलर खर्च हो जाने की सम्भावना है।

विज्ञापन (Advertising) व्यवसाय में एक प्रमुख भूमिका निभाते हैं। आजकल



व्यापार (Business) की दुनिया बहुत प्रतिस्पर्धी है, और विज्ञापन का उपयोग इसी प्रतिस्पर्धी की दौड़ में सबसे आगे निकलने के लिए किया जाता है। एक व्यवसाय शुरू करने, एकब्रांड (brand) बनाने और प्रतिस्पर्धा के खिलाफ एक कंपनी, उत्पाद या सेवा की स्थिति बनाये रखने के लिए एडवर्टाइजिंग महत्वपूर्ण भूमिका (Important role) निभाता है। विज्ञापन, बिजनेस ग्रोथ



(Business Growth) की रणनीति का एक अहम हिस्सा है। किसी उत्पाद या ब्रांड के विज्ञापन को बाजार में पहुंचाने के लिए कई विज्ञापन माध्यमों का उपयोग किया जाता है। इस आर्टिकल में हम आपको बताएंगे कि विज्ञापन को अपने बिजनेस ग्रोथ के लिए कैसे इस्तेमाल करें

विज्ञापन, संचार (Communication) का एक रूप है जिसका उद्देश्य दर्शकों (Viewers), पाठकों (readers) या श्रोताओं (listeners) को अपने ब्रांड, उत्पाद या सर्विस की ओर आकर्षित करना या प्रोडक्ट की जानकारी प्रदान करना है। आधुनिक विज्ञापन (Modern advertising) का विकास 19वीं सदी के अंत और 20वीं सदी की शुरुआत में हुआ। आज के समय में कई ऐसी बड़ी कंपनियां हैं जो विज्ञापन के क्षेत्र में काम कर रही हैं। आपको बता दें कि विज्ञापन के दो मुख्य माध्यम होते हैं।

पहला ट्रेडिशनल माध्यम जैसे टेलीविजन, मेगज़ीन, एग़िबिशन, रेडियो, न्यूज पेपर, बैनर और पोस्टर, इसके अलावा दूसरा डिजिटल माध्यम है जैसे ईमेल, फेसबुक, इंस्टाग्राम, वेबसाइट एवं अन्य सोशल मीडिया प्लेटफार्म। कंपनियां एडवर्टाइजिंग का इस्तेमाल कर के लोगों को अपने ब्रांड और प्रोडक्ट के बारे में जानकारी उपलब्ध कराती हैं। इससे उनकी



पहुंच ज्यादा से ज्यादा लोगों तक बढ़ती है, जिसके फलस्वरूप उन्हें व्यवसाय में मुनाफा हासिल होता है।

आज, विज्ञापन आर्थिक और सामाजिक जीवन का एक अभिन्न अंग है और उत्पाद की बिक्री को बढ़ावा देने के लिए एक बेहतरीन तकनीक है। हम, निर्माता, ट्रेडर समाज और ग्राहकों (manufacturers, traders, society, and customers) जैसे चार अलग-अलग माप दंडों द्वारा विज्ञापन की भूमिका को जानते हैं।

**निर्माता (Manufacturers)** – एक निर्माता जिसे अपना माल बेचकर अच्छा लाभ कमाना होता है, वह अपने उत्पादों और सेवाओं के व्यावसायीकरण के लिए विज्ञापन का पूरा लाभ उठाता है। विज्ञापन का प्राथमिक महत्व उत्पाद की बिक्री को बढ़ाना है। अगर लोग उत्पाद के बारे में नहीं जानते हैं, तो आप इसे बेचने की उम्मीद कैसे करते हैं? इसी उद्देश्य को प्राप्त करने के लिए उत्पाद का बार-बार विज्ञापन करने की



आवश्यकता होती है। यह मौजूदा ग्राहकों को बनाए रखने और नए ग्राहक बनाने में भी मदद करता है। विज्ञापनों की मदद से निर्माता उत्पाद की बिक्री को बढ़ावा दे सकते हैं।

**ट्रेडर (Traders)**— ट्रेडर एक उत्पादक और उपभोक्ता के बीच की आवश्यक कड़ी है। विज्ञापन के जरिये ट्रेडर कम से कम लागत में उत्पाद की अधिक बिक्री करने में मदद करता है।

**ग्राहक (Customers)**— ग्राहक की जरूरतों को पूरा करने के लिए उत्पादों और सेवाओं का निर्माण किया जाता है और उत्पादों के बारे में जागरूकता (Awareness) फैलाने के लिए एडवर्टाइजिंग का सहारा लिया जाता है। विज्ञापन लक्षित ग्राहकों के मन में किसी प्रोडक्ट की अच्छी छवि बनाता है।

**समाज (Society)** — निर्माता, ट्रेडर और ग्राहक के साथ-साथ विज्ञापन समाज के लिए भी फायदेमंद होता है। विज्ञापन के जरिए लोगों तक सही और सभी उत्पादों के बारे में जानकारी पहुंचती है। इसके साथ ही यह उत्पादों की बिक्री में वृद्धि को भी सुनिश्चित करता है, जिसके परिणाम स्वरूप उत्पादन लागत में कमी आती

है और समाज के जीवन स्तर में वृद्धि होती है।

व्यवसाय पर विज्ञापनों का प्रमुख प्रभाव यह है कि विज्ञापन खरीदार के निर्णयों को प्रभावित करता है और उत्पाद की खरीदारी को बढ़ावा देता है। इसके अलावा, विज्ञापन किसी उत्पाद या सेवा के बारे में जागरूकता फैलता है।

विज्ञापन कैसे किसी Business की Growth में मदद कर सकते हैं ?

किसी भी व्यवसाय में विज्ञापन के जरिये नए ग्राहकों को आकर्षित किया जाता है और इसके जरिये मौजूदा ग्राहकों को बनाए रखने में भी मदद मिलती है। विज्ञापन उत्पाद और सेवाएं बेचने में व्यवसाय की सहायता करता है।

विज्ञापन आप के व्यवसाय की पुरानी या नकारात्मक धारणाओं (outdated or negative perceptions) को बदलने में मदद करता है। विज्ञापन आप के उद्योग का प्रचार करता है एवं आपके व्यवसाय की अच्छी छवि बनाता है। साथ ही विज्ञापन, व्यवसाय का विस्तार करने में मदद करता है।

आइए समझते हैं कि विज्ञापन आपके



व्यवसाय की कैसे मदद कर सकता है

**नए ग्राहकों को आकर्षित (Attract or engage new customers) करने के लिए:**

आपके व्यवसाय या उत्पाद के बारे में, समाचार पत्रों, पत्रिकाओं, टेलीविजन और रेडियो में विज्ञापन के जरिये लोगों को जानकारी प्राप्त होती है जिससे नए लोग आपके व्यवसाय या उत्पाद की ओर आकर्षित होते हैं।

**नई संभावनाओं (New Opportunities) के लिए:**

B2B व्यवसायों के लिए, विज्ञापन आपके बिक्री को बढ़ता है और मार्केट में आपके व्यवसाय की ब्रांडवैल्यू बढ़ता है। इससे आपको अपने कस्टमर्स का रुझान पता चलता है, जिसके फलस्वरूप आप के लिए नयी संभावनाओं के अवसर पैदा होते हैं।

**नए उत्पादों के बारे में जागरूकता (Product Awareness) बढ़ाने के लिए:**

किसी भी व्यवसायों के लिए, अपने नए उत्पाद को लांच करने के बाद उसकी



जानकारी को लोगों तक पहुंचाने के लिए विज्ञापन की आवश्यकता होती है। विज्ञापन लोगों के बीच उत्पाद के बारे में जानकारी उपलब्ध कराता है, जिससे बिजनेस ग्रोथ में मदद मिलती है।



## वेबपेज पर ट्रैफिक (Web Traffic) प्राप्त करने के लिए:

विज्ञापन, लोगों को आपकी वेबसाइट या पोर्टल पर आकर्षित कर सकते हैं, जहां आप आगंतुक या विस्टरको ग्राहकों में परिवर्तित कर सकते हैं।

## ब्रांड जागरूकता (Brand Awareness) बढ़ाने के लिए:

विज्ञापन आपके व्यवसाय को लोगों तक पहुंचाता है। जिससे उपभोक्ता को जब भी उत्पाद की आवश्यकता हो तो आपके ब्रांड का ख्याल उन्हें पहले आए।

## प्रोडक्ट पर चल रहे ऑफर (Product Offer) या किसी विशेष संदेश को पहुंचाने के लिए:

यदि आप अपने व्यवसाय या प्रोडक्ट पर चल रहे ऑफर के बारे में लोगों को जानकारी प्रदान करना चाहते हैं ताकि आपके उत्पादकी बिक्री बढ़े तो आप विज्ञापन के जरिये ये खबर लोगों तक पहुंचा सकते हैं।

## ऑनलाइन बिक्री (Online Selling) बढ़ाने के लिए:

ई-कॉमर्स व्यवसायों के लिए, पे-पर-क्लिक (pay & per click) वाले विज्ञापन लगभग तुरंत ही ऑनलाइन बिक्री ला सकते हैं। पीपीसी (PPC) विज्ञापन, खरीदार को आपका ऐड देखते ही एक्शन लेने के लिए प्रेरित कर सकते हैं और विज्ञापन पर क्लिक करके सीधे आपके उत्पाद तक पहुंच सकते हैं।

## सकारात्मक ब्रांड छवि (Positive Brand Image) बनाने के लिए:

पुराने समय से चले आ रहे खराब धारणा से पीड़ित उद्योगों के लिए,

विज्ञापन एक अधिक अनुकूल प्रभाव पैदा करके आपके व्यवसाय के प्रतिलोगों की खराब धारणा को बदल सकता है। उदाहरण के लिए, विज्ञापन लोगों को आपके व्यवसाय की विस्तारित क्षमताओं या आपके उत्पाद की अच्छी छवि से अवगत करा सकता है।

## इंडस्ट्री प्रोफाइल को सकारात्मक (Positive Industry Profile) बनाए रखने के लिए:

यदि आप एक सलाहकार हैं या एक तकनीकी कंपनी चलाते हैं और अपनी



विशेषज्ञता के लिए प्रसिद्ध होना चाहते हैं, तो विज्ञापन मदद कर सकता है। मूल विज्ञापन आपकी सामग्री का प्रचार कर सकते हैं जो आपकी विशेषज्ञता का प्रदर्शन करते हैं। इसके अलावा विज्ञापन उद्योग भागीदारों को आकर्षित करने में मदद करता है।

## अपने नए स्टोर (Store) या उद्योग (Business) के बारे में लोगों को बताने के लिए:

यदि आपने अपना कोई नया स्टोर खोला है, तो लोगों को उसके बारे में जागरूक करने के लिए समाचार पत्र



या बैनर के जरिये आप लोगों को अपने स्टोर के बारे में बता सकते हैं।

## एग्जिबिशन द्वारा व्यापार का प्रचार-प्रसार:

यदि आप किसी एग्जिबिशन में भाग ले रहे तों अपने सभी नये-पुराने ग्राहकों को अवश्य बतायें। एग्जिबिशन में भाग लेने से आप अपने नये उत्पादन अपनी पूरी श्रृंखला को विस्तृत रूप से ग्राहकों को बता सकते हैं। एग्जिबिशन में भाग लेने से आप काफी कम समय में देश-विदेशों के बहुत सारे नये व पुराने ग्राहकों से मिलना हो पाता है। एग्जिबिशन के माध्यम से बहुत जल्दी आपके ब्रांड को राष्ट्रीय व अंतराष्ट्रीय स्तर की पहचान मिल सकती है। एग्जिबिशन में भाग लेने से आपको अपने उत्पादन व ग्राहकों कि पसंद का अन्दाजा हाथों हाथ हो जाता है और सिधा सम्पर्क हो जाता है, माउथ पब्लिसिटी के बाद एग्जिबिशन ही व्यापार की बहुत मजबूत पब्लिसिटी हैं। इसीलिए विज्ञापन को व्यवसाय की बैकबोन कहते हैं हमें अपने व्यवसाय को गति प्रदान के लिए विज्ञापन करना चायिये।



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# सूरत स्टील एसोसिएशन द्वारा बिजनेस मीटिंग का आयोजन



**सू** रत व उसके आसपास क्षेत्रीय बर्तन बाजार के रिटेल व होलसेल व्यापारियों को संगठित कर हितेशभाई सावलीया ने सूरत स्टील एसोसिएशन का गठन किया गया ताकि व्यापारी अपनी व्यवसाय को गति प्रदान करने के लिए एक दुसरे को सहयोग, सरकार के कानूनी व्यवहार व निर्माताओं से किसी प्रकार का विवाद होने पर आपस में बैठकर सकारात्मक सोच से समाधान हो सके। सूरत स्टील एसोसिएशन द्वारा 5 अप्रैल 2023 का बिजनेस मीटिंग का आयोजन आर्या रिसोर्ट में किया गया यह संगठन की सामुहिक रूप से दूसरी मीटिंग आयोजित की गई जिसमें रिटेल व होलसेल व्यवसाय को कैसे आगे बढ़ाया जा सके इस पर मोटिवेशनल स्पीकर मनीष वघासीया को विशेष रूप से आमंत्रित किया गया। मंच का संचालन का जिम्मा सूरत स्टील एसोसिएशन के अध्यक्ष हितेशभाई सावलीया ने लिया उन्होंने सभा में आये मेहमानों व एसोसिएशन सदस्यों का स्वागत किया।

इस सभा में स्टील मार्केट इन्फो के एडिटर इन चीफ आर.एल. चौधरी को चिफ गेस्ट के तौर पे आमंत्रित किया गया। जेनीन भाई, श्री भायंदर स्टेनलेस स्टील मैनुफेक्चरर्स एंड

ट्रेडर्स एसोसिएशन, हिमांशु भाई (अध्यक्ष) व कमिटी मेंबर्स, मांडवी नी पोल मेटल मर्चेन्ट एसोसिएशन-अहमदाबाद, राहुलभाई, एरिस्टो स्टील-मुंबई, दीपेश भाई, सरीता स्टील-मुंबई, गिरीश भाई, लीसा स्टील-मुंबई, गिरीश भाई, मारुती मेटल्स-राजकोट व राहुल भाई, कर्णावती मेटल्स-अहमदाबाद को भी बतौर विशेष मेहमान के रूप में आमंत्रित कर स्मृति चिन्ह व पुष्पगुच्छ द्वारा सम्मान कर मंच पर स्थान दिया गया। सूरत एसोसिएशन द्वारा कार्यक्रम को स्पॉन्सर करने वाले व्यापारियों को सम्मानित किया गया। संगठन के अध्यक्ष हितेशभाई सावलीया व संगठन कि कार्यकर्णी ने आयोजन कि सम्पूर्ण व्यवस्था को बहुत ही अच्छी तरह संचालित कर सम्पन्न होने तक निरंतर सुव्यवस्था बनाये रखी। एसोसिएशन द्वारा आमंत्रित मोटिवेशनल स्पीकर मनीष वघासीया अनेको उदाहरण व मोशन-इमोशन के उदाहरणों के साथ रिटेल व्यवसाय को कैसे आगे बढ़ाया जा सकता है इसकी भरपुर प्रयास किया और वे कुछ हद तक व्यापारियों को समझाने में सफल रहे।

अध्यक्ष हितेशभाई ने अपने सम्बोधन में संगठित रहने व और व्यापारी भाईयों

को संगठन से जोड़ने के लिए आवाहन किया व रिटेल व होलसेल व्यवसायों को अलग-अलग रखने की सलाह दि ताकि रिटेल व्यवसायी को भी अपने व्यवसाय पर कोई आपत्ति न हों।

स्टील मार्केट इन्फो से आर.एल. चौधरी ने भी अपने सम्बोधन में व्यापारियों को कस्टमर से हमेशा जुड़े रहने व अपने व्यापारी भाई के कस्टमर को न तोड़ कर नये कस्टमर जोड़ने के प्रयास करने की सलाह दि व अपने आगामी 18-20 अगस्त 2023 के इण्डियन स्टेनलेस स्टील हाउसवेयर शो में संगठन के सभी सदस्यों को विनम्रतापूर्वक निमन्त्रण दिया व साथ ही आने जाने के लिए बस की व्यवस्था करने की घोषणा भी की। अध्यक्ष हितेश सावलीया ने सभा में उपस्थिति मेहमानों से व्यापार बढ़ाने के लिए अपने विचार साझा करने को कहा, मेहमानों ने अपने विचार रखे।

सभा समाप्ति पर भोजन कि व्यवस्था थी सदस्यों ने बाद में रिसोर्ट में दिनभर आनन्द लिया व शाम को डिनर के बाद सभी सदस्य अपने निवास पर पहुँचे। सदस्यों ने बताया कि आयोजन बहुत ही आनन्दपूर्वक रहा।





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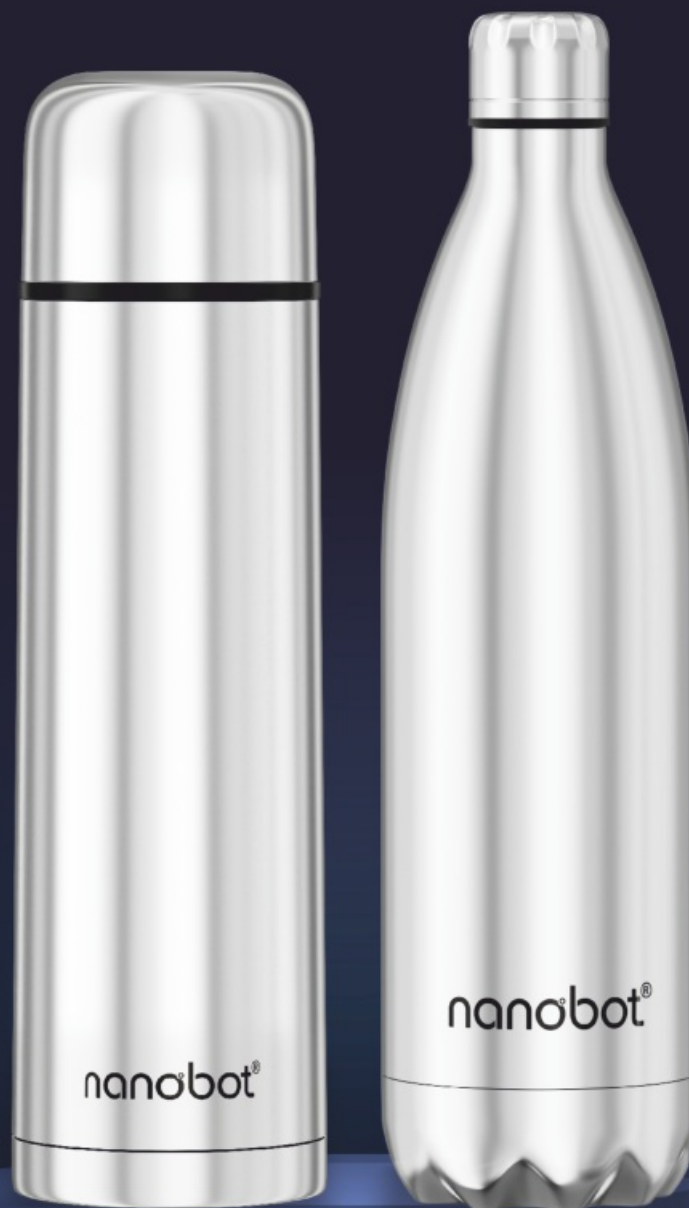
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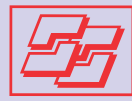


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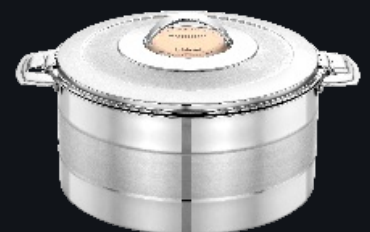
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# Welcome home! The world of consumer goods celebrates a comeback at Ambiente

# ambiente

3-7 February 2023



Large crowds of visitors, intensive networking, an overwhelmingly positive mood and a unique mix of ideas and products: With **109,491 visitors**, Ambiente, held for the first time simultaneously parallel to Christmasworld and Creativeworld, welcomed the global consumer-goods market to Frankfurt for five days. Trade buyers from all over the world were in an excellent ordering mood and enthusiastic about the new diversity across markets and sectors. With the future fields of HoReCa and Contract Business, the leading trade fair once again offered buyers an important trading platform for innovative concepts and solutions in the international contract business. Numerous special presentations and lectures demonstrated in many facets what is relevant in the consumer goods market now and in the future.

The world's most important consumer goods fair exceeded all expectations with its concentrated intercontinental strength. For five days, there was a great joy of seeing each other again, an energetic ordering mood and an extraordinarily positive atmosphere in the fully booked Frankfurt exhibition halls. "The response to Ambiente was simply overwhelming! Personal exchange is more important than ever at the

moment – we have experienced this again in many conversations over the last few days. We sensed an extraordinary euphoria

among the exhibitors and visitors who attended Ambiente 2023", says Thomas Kastl, Director Ambiente Dining.

With the four product sections Dining, Living, Giving and – new since 2023 – Working, Ambiente offered an attractive international product mix in the East and West exhibition areas. 109,491 buyers took advantage of the opportunity to participate in the world market for consumer goods and to gain a concentrated overview of global innovations and trends – from tableware, kitchenware and household utensils to the furnishing and equipping of private rooms and commercial objects such as hotels, restaurants and offices or workspaces with furniture, lighting, interior decoration, interior concepts and home textiles, right through to classic office supplies, stationery, writing utensils as well as gift articles and personal accessories.

"Due to the four Ambiente sections and the fact that they were held in parallel with Christmasworld and Creativeworld, visitors were able to find out about new and exciting additional product ranges and benefit from valuable synergies. We are particularly pleased about the newly acquired premium suppliers for Office Design & Solutions<sup>1</sup> and

the extremely positive response to our new Working section. The relevance of the living world of Working was also reflected by the new Ambiente highlight Future of Work with its conceptual solutions," says Yvonne Engelmann, Director Ambiente Living, Giving, Working.

After being suspended twice, the signs were finally back on networking and ordering: personal encounters formed the core of Ambiente 2023 and were celebrated in fully booked exhibition halls. This was also reflected in the consistently positive feedback from exhibitors: "We have the impression that everyone was just waiting for it to finally start again. The personal exchange, the togetherness, being able to touch the products, to see them, to be inspired – all this is not possible online. In this respect, trade fairs are still incredibly important and are very well received by people. We have had an incredibly good turnout, always a full stand and a very good order situation," says Angela Kramer, Managing Director of Caran d'Ache Vertriebs GmbH Germany.

There was also great enthusiasm in the dining area, as Sandra Viertauer, Head of Global Marketing & Communications at Rosenthal, reports: "The atmosphere was very energetic, very motivated and motivating – you had the feeling that everyone was longing to finally meet again at the fair. It's simply a people's business, and this was confirmed once again at Ambiente. For us, Ambiente is above all a platform for meeting international customers. We are satisfied, happy and made the right decision to be there."



## Exhibitors by Countries in Ambiete 2023

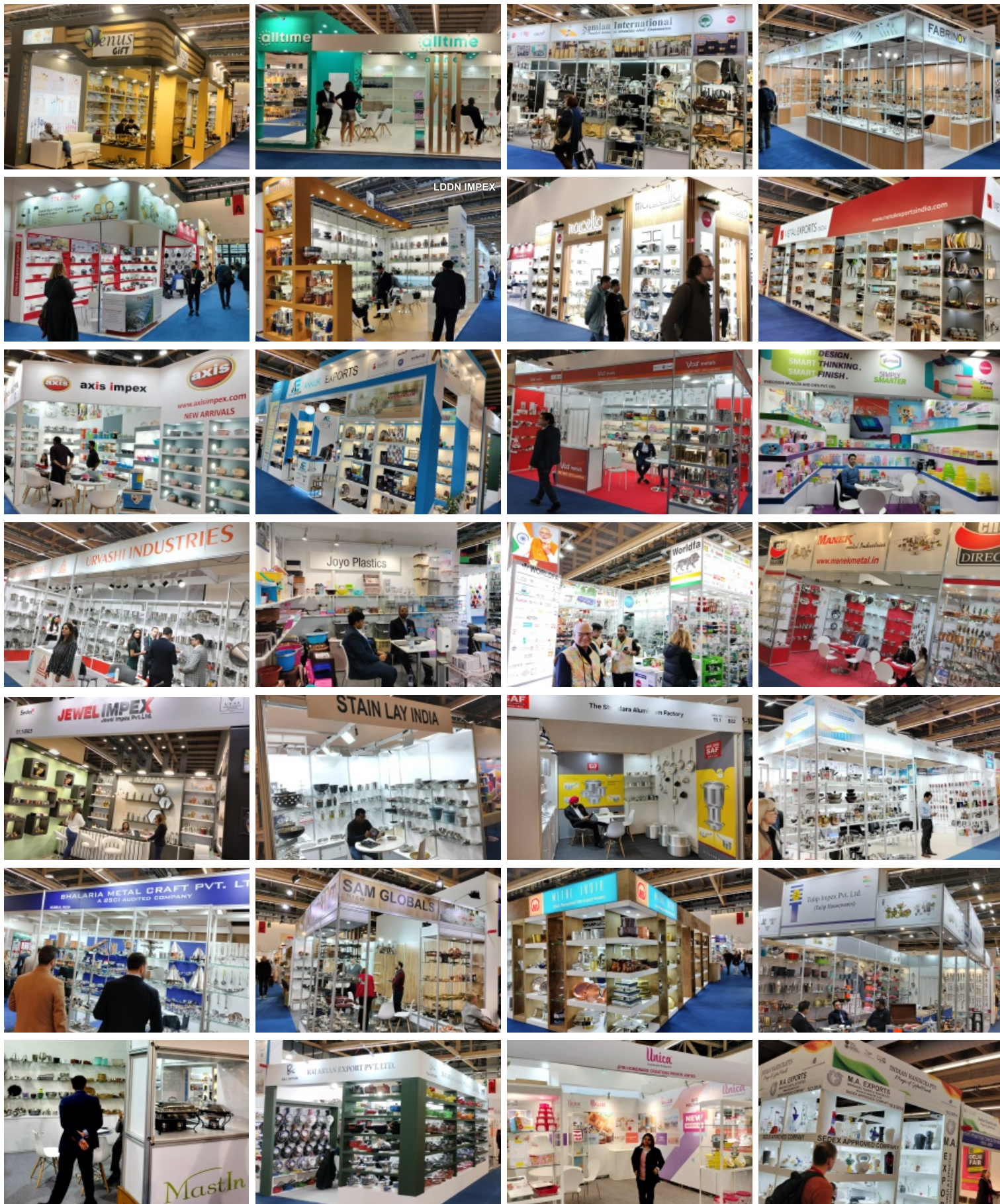
Andorra	1	Luxembourg	1
Argentina	2	Madagascar	1
Australia	7	Malaysia	4
Austria	22	Mali	1
Bangladesh	55	Malta	1
Belgium	45	Mauritius	1
Brazil	36	Morocco	8
Brunei	1	Myanmar	2
Bulgaria	6	Nepal	13
Cambodia	3	Netherlands	97
Canada	10	New Zealand	1
China	262	Norway	4
Colombia	2	Pakistan	5
Croatia	6	Palestine	1
Czech Republic	18	Peru	9
Denmark	60	Philippines	35
Dominican	1	Poland	72
Ecuador	1	Portugal	95
Egypt	19	Romania	7
El Salvador	1	San Marino	1
Estonia	3	Saudi Arabia	3
Finland	7	Serbia	11
France	113	Singapore	4
Germany	418	Slovakia	6
Ghana	16	Slovenia	7
Greece	15	South Africa	1
Great Britain and Northern Ireland	80	Spain	109
Hong Kong	121	Sri Lanka	4
Hungary	8	Swaziland	25
<b>INDIA</b>	<b>534</b>	Sweden	42
Indonesia	72	Switzerland	35
Ireland	4	Taiwan	121
Israel	11	Tanzania,	1
Italy	336	Thailand	34
Japan	48	Tunisia	16
Jordan	2	Turkiye	331
Kenya	2	Turkmenistan	1
Korea	74	Ukraine	18
Kosovo	1	UAE	6
Latvia	7	United States	46
Lebanon	3	Uruguay	1
Lithuania	29	Vietnam	35
		Zimbabwe	1



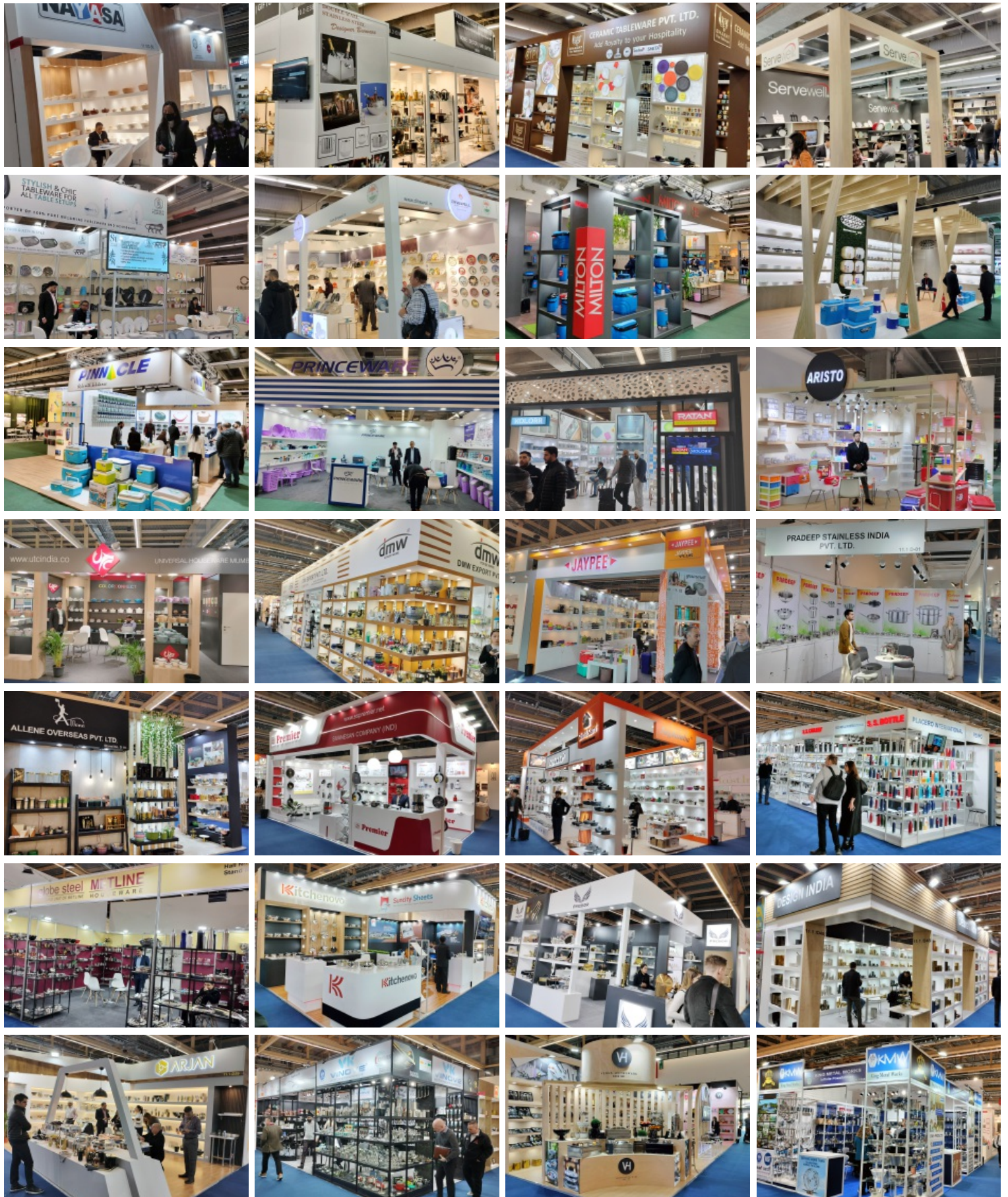
## Indian Houseware Exhibitor at Ambiente

- A&A Accessories
- Abhinandan Steels
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- All Time Plastics Pvt Ltd
- Allene Overseas Pvt. Ltd.
- Amaravathi Textiles
- Ankur Exports
- Aristoplast Products Pvt. Ltd
- Arjan Impex Pvt. Ltd.
- Artistic Living
- Asian Plastowares Pvt. Ltd.
- Axis Impex
- Bhalaria Metal Craft Pvt., Ltd.
- BKG Overseas
- BKP Designs
- BKP Metal Concepts
- Borosil Ltd
- C & R Textiles Pvt. Ltd.
- Cello International Pvt. Ltd.
- Ceramic Tableware Pvt. Ltd.
- Chanda Steel Works
- Chef Town
- Chirag Udyog
- Comet Plastics
- Cotton Concepts
- Craft Land
- Design India
- Dharam Stainless Steel Pvt. Ltd.
- DLJM Houseware Pvt Ltd
- DMW Export
- Etchcut International
- Export Promotion Council for Handicrafts
- Fame India
- Family Plastics & Thermoware
- Famous Art & Antiques International
- G&S Exports Corporation
- Hamilton Housewares P. Ltd.
- Hastkala Exports
- Indra International
- J.C. International
- Jagdamba Cutlery Limited
- Jewel Impex Pvt. Ltd.
- Joyo Plastics
- JPW Homeware Creations Pvt Ltd
- King Metal Works
- Kraftwares India
- Lakshmi Handicrafts
- LDDN Impex
- Limra Crafts
- M.A. Exports
- Manek Metal (India) Pvt. Ltd.
- Manek Metal Industries
- Marcellia Exports Pvt. Ltd.
- Mastin
- Mayfair International
- Mehar Tableware Pvt. Ltd
- Metal Exports India
- Metal India
- Metline Houseware
- Modware India
- Motwani International
- Nayasa Superplast
- Neo Crafts Impex Pvt. Ltd.
- New Mass India
- Nirmal Polyplast Pvt. Ltd.
- Nupur International
- Overseas Trade Linkers
- Padia Exports
- Patil Parimala Works
- Perenne Design
- Perfection Exports
- Placero International
- PolySet Plastics
- Pradeep Stainless India Pvt. Ltd.
- Prebor Exports
- Precision Moulds and Dies Pvt Ltd
- Prince Corp Private Limited
- Punjab Stainless Steel Industries
- Raj Aryan Export Pvt. Ltd.
- Rajan Overseas Inc.
- Ratan Plasticware
- Raut Engineering
- Ravenn Promoliinks Private Limited
- Richwell International
- Salam India International
- Sam Globals
- Samlan International
- Seema Exports
- Servewell Household Appliances
- Sethi International
- Sharda Corporation
- Sharda Metal Industries
- Shree Vallabh Metals
- Shreejee Overseas India
- Shreeji International
- Sivanesan Company (IND)
- Ski Plastoware Private Limited
- SNB Enterprises
- Sri Jothi Impex
- Stain Lay India
- Stalwart Design
- Stalwart Technik Pvt. Ltd.
- Stehlen
- Suncity Sheets Pvt. Ltd.
- Swan Inox
- The Shahdara Aluminium Factory
- Tokyo Plast International Ltd.
- TTK Prestige Ltd.
- Tulip Impex Pvt. Ltd.
- Two Brothers Holding Ltd.
- Universal Houseware
- Universal Knitwears
- Urvashi Industries
- Veer Metal
- Venus Gift
- Venus Hotelware
- Venus Impex
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## The Inspired Home Show 2023 Shows Strong Performance

Increased exhibitor and retailer participation drives enhanced discovery, connections and commerce.

THE  
INSPIRED  
HOME  
SHOW

4-7 March 2023, Chicago



**R**OSEMONT, Ill. (March 13, 2023)—The Inspired Home Show 2023 wrapped on March 7 at McCormick Place in Chicago after four highly productive days. After an initial return in 2022, the Show demonstrated significant year-over-year increases in both exhibitor and retailer participation. **More than 1,600 exhibitors and nearly 30,000 home + housewares professionals from 125 countries** came together to discover new products, reconnect with colleagues and advance the industry.

“The 2023 Show was an incredible step forward in the post-pandemic recovery of face-to-face events for the home + housewares industry,” said Derek Miller, president and CEO of the International Housewares Association. “The enthusiasm and positive feedback we have seen over the last four days reminds us all how important it is to gather the industry together in-person every year. It was particularly rewarding to see the return of so many who were unable

to participate last year.” Strong support for the Show was demonstrated by the industry, through the presence of major key retailers and leading exhibiting brands. Attendees confirmed at the Show included senior-level executives, DMMs, GMMs and buyers from major retailers around the world including.

A complete list of exhibiting companies and brands, along with product details can be found on IHA's Connect 365 Platform or through the mobile app.

The Show featured multiple new and returning attractions, including:

- Addition of the Travel Gear + Luggage category, created in partnership with the Travel Goods Association.
- The pre-Show New Exhibitor Preview and Trending Today, which featured brands and products new to the Show and that support at-home entertaining.
- The gia Global Innovation Awards, honoring excellence in

home + housewares retailing, product design and student achievement.

- Four keynotes focused on the future of home + housewares trends in consumer and retail evolution, including one by Walmart's Head of Home Goods and General Manager of Home Marketplace.

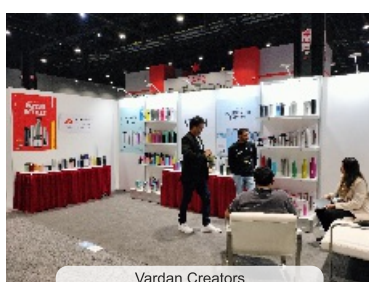
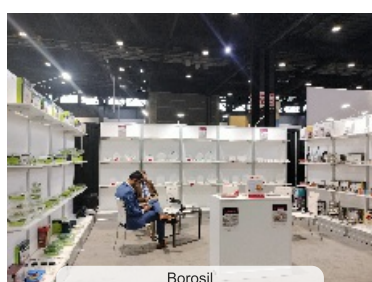
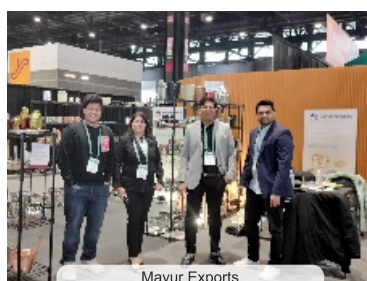
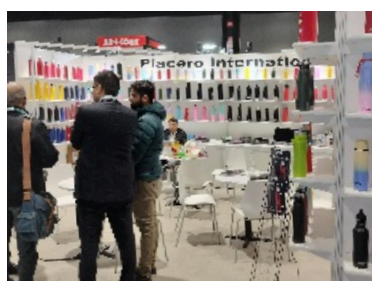
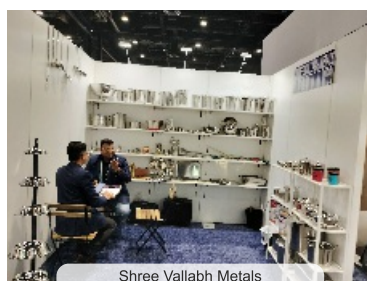
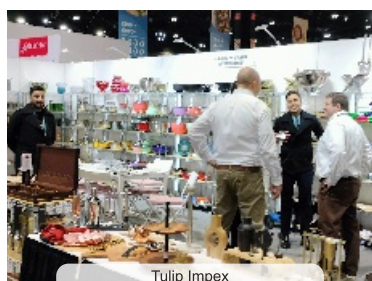
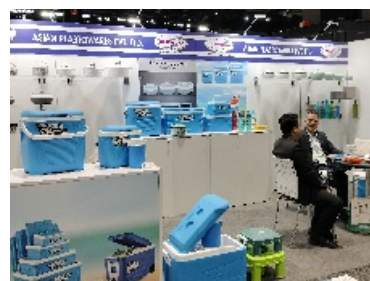
- Innovation Theater sessions featuring industry experts such as Joe Derochowski of Circana (formerly The NPD Group); Anita Desai, TikTok's Head of Home and Living; and leaders from Newell Brands discussing their consumer occasions-based marketing strategy.

- The return of the Housewares Cares Charity Gala, benefitting the Breast Cancer Research Foundation, the James Beard Foundation, Winning with Wyatt and the V Foundation.

The Inspired Home Show 2024 will take place March 16-19 at McCormick Place in Chicago. Registration is currently open at <https://app.theinspiredhomeshow.com/registration/>.

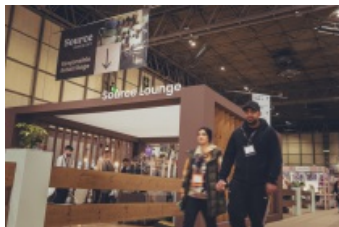


## Indian Houseware Exhibitor at Chicago Fair





## Source Home & Gift Creates An Impact in Responsible Sourcing



The doors closed on a hugely successful and impactful inaugural Source Home & Gift bringing together leading retailers including Argos, Sainsbury, John Lewis, Natural History Museum, Dunelm, Fortnum & Mason, Lakeland, TalkingTables, WHSmith, Wilko, The Walt Disney Company, DFS, Barnardo's, Clintons, Fenwick, Quiz Clothing, The National Trust, Aldi, Avon Wildlife Trust and many more, keen to source responsibly made homewares, furniture, gifts, toys, textiles, packaging, stationery and greetings from hundreds of Sedex audited overseas manufacturers, producers, and artisans.

Offering a global showcase, exhibitors from over 20 countries including Egypt, Pakistan, Ghana, Nepal, Singapore, Europe and the USA converged at the NEC Birmingham UK from 5-8th February. The launch show also welcomed dedicated country pavilions from China and three Indian pavilions organised by Export Promotion Council for Handicrafts EPCH, and the Handloom Export Promotion Council HEPC who highlighted the benefits of face to face interactions and the impact of exhibiting.

Jude Desmond, Representative of HEPC said, "Bringing our pavilion of 20 Indian manufacturers to Source Home & Gift has been hugely beneficial for us. We are extremely happy with the show and the many

high-profile visitors that we've seen this year - we've had some big orders placed already. It really makes a huge impact when you meet these buyers face to face to build trust and give them the chance to touch and feel the products in person."

Mrinalika Bhardwaj, Founder of Kaushalam which produces authentic India hand-painted homeware products and utensils, added; "This is our first exhibition in the UK. Source Home & Gift was something I really wanted to be part of and we've really had a tremendous response. People really love the product. I've made very nice business here, some we booked on the spot, and some are in the pipeline for us."

Source Home & Gift was also proud to host a delegation from the Bangladesh Women in Ecommerce Initiative to highlight the work they are doing to support female entrepreneurs. Bangladesh is now standing at a crucial point, poised to become a Developing Country by 2024, it is one of the fastest growing economies in the world. Of the 165.57 million Bangladeshi people, 82.70 million are females and they have huge contribution to the economic development with 80% working in the textiles industry. The Bangladeshi government has signed a 3-year agreement with Source Home & Gift to help support the initiative and showcase the communities and female entrepreneurs at future shows.

## Spring Fair is Where the Magic Happens



Spring Fair, the UK's leading marketplace for wholesale Home, Gift and Fashion, closed on a high with buoyant feedback highlighting the variety and diversity of retailers in attendance creating a very optimistic outlook for the industry as international buyers and normality returns and cross-buying opportunities create newness and excitement on the show floor.

Nicola Meadows, Portfolio Director of Spring Fair says, "The atmosphere has genuinely been magical over the last four days. The stories we've heard from our fantastic visitors and exhibitors has highlighted what an awe-inspiring, diverse, inspirational, collaborative, and friendly community Spring Fair offers. The scale of business being done across all our Gift, Home and Fashion sectors underpins the value of incorporating so much variety and cross-buying opportunities. It is incredible to hear about so many life-changing connections and micro-communities being developed."





# Leading exhibitions in Russia of non-food products in the domestic consumer market

From March 21 to March 23, 2023, Expocentre Fairgrounds hosted the largest International B2B exhibitions of consumer goods in Russia: the 30th International Industrial Exhibition of non-food products, tableware, housekeeping equipment, household goods HouseHold Expo, the 20th International Specialized Exhibition for interior goods, décor, lighting for home and textiles Stylish Home. Objects & Tableware, the 18th International Specialized Exhibition of gifts, souvenirs, New Year's, Christmas and festive products Christmas Box. Podarki and the 10th International Specialized Exhibition of goods for country house and countryside recreation Outdoor Dacha.

The exhibitions are organized by MOKKA Expo Group LLC, Mayer GC – a member of the Global Association of the Exhibition Industry (UFI) and the Russian Union of Industrialists and Entrepreneurs (RSPP) with the official support of the Russian Ministry of Industry and Trade and the Chamber of Commerce and Industry of the Russian Federation.

More than **400 brands** (pavilions 7 and 8) from Russian and foreign manufacturers and distributors of household goods were announced at the spring exhibitions, including from Armenia, Kazakhstan, China, Republic of Belarus, Russia and Turkey. Also, goods produced in Hungary, Italy, Thailand, South

Korea and other countries were presented at the stands of the exhibitors. More than 1,500+ products, novelties, premieres and new brands were announced at the stands of participants in international exhibitions. The exhibitions were visited by 11,500 specialists.

The new range of household goods was presented in the following categories:

## Pavilion 7

- Cooking utensils and tableware made of glass, porcelain, ceramics
- Kitchen utensils
- Goods for children
- Gifts, souvenirs, New Year and Christmas products
- Goods for cottages and country rest
- Interior goods and home fragrance products
- Household and cleaning supplies
- Household and kitchen appliances

## Pavilion 8

- Household chemicals, cosmetics and personal hygiene (ChemiCos and BeautyChemiCos exhibitions)

During the exhibitions, **special conditions** were in effect for buyers at the stands of exhibitors when drawing up contracts.



As part of the Business Program of exhibitions for owners and top managers of manufacturers and retailers, on March 21 and 22, for the first time, the All-Russian forum of retail market professionals HouseHold Retail Forum 2023 was held.

Simultaneously with the HouseHold Expo, Christmas Box. Podarki, Outdoor Dacha, Stylish Home. Stylish Home. Objects & Tableware exhibitions, Pavilion No. 7 hosted the International Exhibitions: **ChemiCos-2023** of household and professional chemistry, **BeautyChemiCos-2023** of cosmetics, perfumery and hygiene products, ChemiCos Industry of production equipment and the IV International Industrial Forum “Resources for Growth. Chemistry for Life: State and Business”.



15th - 19th March 2023

## Glorious 55th Edition Concludes

3103 exhibitors engage with 6495 buyers from 108 countries, generate business enquiries worth Rs. 3500 crores for 14 product categories



The 55th edition of IHGF Delhi Fair, organized by the Export Promotion Council for Handicrafts and held from 15th to 19th March 2023 at the India Expo Centre & Mart, New Delhi NCR, concluded after gathering 3103 exhibitors from across India and 6495 overseas buyers from 108 countries. Buyers came from USA, the United Kingdom, the United Arab Emirates, France, Germany, the Netherlands, Denmark, Belgium, Sweden, Spain, Japan, Korea, Australia, Singapore, Hong Kong, Israel, Saudi Arabia, Turkey, Italy, Canada, South Africa, Russia, Brazil, Mexico, and many more.

**Inauguration by Union Minister of State for Railways and Textiles, Govt. of India, in presence of Minister of Finance & Parliamentary Affairs, Govt. of UP**  
Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, inaugurated the 55th edition of IHGF Delhi Fair on 15th March 2023. This was graced by Shri Suresh Kumar Khanna, Hon'ble Minister of Finance & Parliamentary

Affairs, Govt. of UP; Smt. Shubhra, ITS, Development Commissioner (Handicrafts). Present on the occasion were, Mr. Raj K Malhotra, Chairman, EPCH; Vice Chairmen, EPCH-Mr. Neeraj Khanna and Mr. Dileep Baid; Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; IHGF Delhi Fair-Spring 2023 Reception Committee's President and Vice Presidents, prominent member exporters; and Mr. R K Verma, Executive Director, EPCH.

Smt. Darshana V. Jardosh called IHGF Delhi Fair, an excellent medium for the handicraft industry to explore business opportunities. She spoke about the govt.'s commitment to the upliftment of traditional artisans and craftsmen of the country and the Vishwakarma Kaushal Samman Yojana (PM VIKAS) which aims to provide financial assistance to the artisans and craftsmen to increase their production. She spoke about leveraging the G20 Presidency; it is an excellent time to promote global trade and economic cooperation through this Fair. Shri Suresh Kumar Khanna, Hon'ble Minister of Finance

& Parliamentary Affairs, Govt. of UP, called this platform, a large, well spread and vital international connect to the Indian handicrafts community.

### Product Display and Exhibitors

The five hectic days saw 360 degrees sourcing with busy traffic days and a promising sourcing pitch. The stature of the fair reassured its patrons of its return back to full capacity with this Super Spring edition. All look forward to the Autumn show scheduled from 12th to 16th October 2023 at the same venue. Many also await the concurrent Delhi Fair Furniture - the new show that is going to be India's Centre Point for furniture. Exhibitors created unique and outstanding displays to engage and entice buyers for houseware, home furnishing, furniture, gifts & decorative, lamps & lighting, Christmas & festive décor, fashion jewellery & accessories, spa & wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys & games, handmade paper products & stationery, leather bags and many



other products. Wide-ranging selections in 16 expansive halls and 14 display categories inspired buyers to replenish their merchandise and add new product lines for seasons ahead. Besides, trade visitors enjoyed access to the 900 showrooms (Marts) of leading exporters, located across three levels at the venue - India Expo Centre & Mart. Inclusion of artisans and upcoming entrepreneurs with the big and established players, have been appreciated and new product innovations among sustainable products have ascertained more business. Sustainability continues to be a major highlight, as this trend was reflected with lines in innovative, inspirational and forward thinking products as well as circular fashion, reinvented product stories. Craft based lines from Maharashtra, North East Region & Tamil Nadu and other parts of the country are stationed in vibrant thematic presentations at the center of the show, were among attractions for the visiting overseas buying community.

Well-appointed buyers' lounges and cultural performances as well as supporting events like knowledge seminars with experts from various fields and Ramp Presentations, added to the experience.

### Trade Visitors to the show from 108 countries

Brands like Alfa Tango Home Decor, Argentina; Jemark Imports, Global Retail Brands, Australia; Jolipa BV, Pomax, Belgium; Abbott, Forpost Trade Inc, Canada; Chic Antique, Denmark; KhgGmbH & co. Kg, Berk GmbH & Co. KG, Germany; POSHLIVING CO.,LTD., Sugita Ace Co., Ltd, Japan; GrupoSerigrafico S.A. de C.V., Mexico; Hacowonen en slapen, The Netherlands; Sklum, Spain; Chairs Ltd T/A Coach House,



Barker and Stonehouse, UK; BMA International Group, Sensation Trading LLC, Treasures Palace LLC, UAE; Benzaralnc, Haute Arte, Loloilnc, Nadeau, India Connection, One Hundred 80 Degrees, Bali Designs Inc, The Import Collection and, Tjx Corp & Joyfulmuze, USA, were among visitors. For most of them, coming to IHGF Delhi Fair is as pleasant an experience as their long and continued association with EPCH and the product lines of their suppliers. And as they shared, many wrapped up orders and some were on the verge of finalizing on the third day of the show.

Marie Guillaume from France who visited to source wooden items and textiles said, "as Indian furniture is very well appreciated in France, I am viewing options for large scale supplies." Jessica and Michelle from Australia remarked, "Australians love Indian housewares as they give a homemade feel, especially in terms of workmanship and emotional quotient." Quest for kitchen & dining decor led Evelyn from Argentina to suppliers at IHGF Delhi Fair. "It is my first time here and I am surprised at the quality, quantity and variety of the products here. All the products here are

excellent and I am spoilt for choice," she said. Buyers, Jessie & Eliza from a homewares company in Australia were at the fair for the first time and were focused on bedroom products and bathroom supplies.

"We have also adored the home decor products here, particularly the metal candlesticks, they're so eye-catching. These handcrafted goods from India are very beautiful," they shared. Pasten, a buyer from Holland added, "the products are wonderful in this country. The fair has an interesting variety though I am only dealing in furniture. We are working with many Indian exporters, because their use of raw material that makes the quality great."

### Panel Discussion on Sustainability, Circularity & Net Zero in Handicraft Sector

This panel discussion, conducted by EPCH during the fair, had eminent speakers bring forth and discuss pressing issues concerning the environment today and how the handicrafts industry can work in sync to use resources judiciously to reduce wastage. The interaction was on importance of circular economy, accessing waste and understanding the waste supply



chain, using waste to create value through craft, role of the government in the up-cycled crafts supply chain, working with informal workers, innovation, as well as support available. Among speakers were, Mr. Atul Bagai, Country Head, UNEP, India; Mr. Iqbal Ahmed, General Manager, Foundation for MSME Clusters; Mr. Ram Agarwal "Senior Manager, Product Integrity and Safety/certification/vendor management /Color at Li and Fung (India) Pvt Ltd; Ms. Kanika Ahuja, President, Plastiskul and Founder, LIFAFFA; Dr. Ambika Sharma, CEO, Association of Business Women in Commerce & Industry; and Dr. Manish Pande, Director & Head, Project Analysis and Documentation Division, Quality Council of India.

### Knowledge Sessions

Seminars by leading industry professionals and international consultants on topical issues of trade importance like Lifestyles and Trends, Branding, Sustainable ZED Certification Benefits, Effective Organizational Communications, Forex Solutions, etc. were conducted.

### Ramp Sequences as Live Visual Merchandising

The Ramp Sequences presented at IHGF Delhi Fair Spring 2023, brought alive collections in artisanal apparel, fashion jewellery & fashion accessories and many other assortments from exhibitors at the show. Buyers appreciate this as a form of live visual merchandising that gives one ideas about product combinations and broad basing their existing sourcing from India.

### Visitors from the Govt. of India and Special Guests

Among dignitaries from the Govt. of India and special guests, the fair was visited by Shri Nand Gopal Gupta 'Nandi', Hon'ble Cabinet Minister, Industrial Development, Export Promotion, NRI and Investment Promotion, Govt. of Uttar Pradesh; Shri Rakesh Sachan, Hon'ble Cabinet Minister of MSME, Khadi, Village Industries, Sericulture and Textile, Govt. of Uttar Pradesh; Shri Rajendra Agrawal, Member of Parliament from Meerut Constituency (Uttar Pradesh); Shri Rajendra Gehlot, Member of Parliament in Rajya Sabha from Rajasthan; Shri Haji Fazlur Rehman, Member of Parliament from Saharanpur; Hon'ble Chief Justice of Uttarakhand Shri Vipin Sanghi; Shri Yashvir Singh, Economic

Advisor, Department of Commerce, Govt. of India; Shri Arun Vir Singh, Chief Executive Officer (CEO) Yamuna Expressway Industrial Development Authority (YEIDA); Shri Manish Kumar Verma, DM Gautam Buddha Nagar; Shri Pranjal Yadav, IAS, Secretary MSME, Govt. of UP; Shri Amitabh Kumar, Joint Secretary, Commerce; Shri Rajiv Kumar, Joint Secretary, Ministry of External Affairs; Shri Sohan Kumar Jha, Senior Director, O/o Development Commissioner Handicrafts; Shri Kuljeet Singh Chahal, Social Worker and General Secretary, Delhi BJP; Shri Anil Aggarwal, Addl. Dgft; and Mr. Prateek Trivedi, Anchor of 'Bhaiya Ji Kahin' on News 18.

### Conclusion

A definitive sourcing destination for the international gifting and lifestyle products industry, IHGF Delhi Fair is a sought after platform, encompassing the complete supply chain of home fashion & utility, collectibles, gifting and fashion accessories, providing an unmatched opportunity to importers, departmental store chains and specialty stores to meet a cross section of manufacturer exporters from India.





# THE INSPIRED HOME SHOW

IHA's GLOBAL HOME +  
HOUSEWARES MARKET

16-19 MARCH 2024 | CHICAGO, USA  
[TheInspiredHomeShow.com](https://TheInspiredHomeShow.com)

## WHERE THE INDUSTRY CONNECTS AROUND INNOVATION AND INSPIRATION

"The Inspired Home Show® 2023 was an incredible step forward in the post-pandemic recovery of face-to-face events for the home + housewares industry. The enthusiasm and positive feedback we have seen at this year's Show demonstrates how important it is to gather together in-person every year. We look forward to next year's Show in March 2024 to discover all of the newness and innovation that this industry offers on an annual basis."

— **DEREK MILLER**, President & CEO, International Housewares Association

### Hear what your colleagues have to say about the Show...

"The Inspired Home Show 2023 was an unforgettable experience. What impressed me the most was the variety of products and brands from all over the world present at the fair, very focused on the universes of kitchenware, organization and electrical appliances. Thanks to the fair, we were able to find a lot of new items for our stores. We established business relationships with various suppliers from around the world and were able to bring products to our store that we had never seen before. In addition, the fair gave us an idea of the latest trends in the kitchenware industry and allowed us to keep abreast of innovations in the market."

— **BEATRIZ ESTÉBANEZ MUÑOZ**, Kitchenware Buyer  
El Corte Inglés, Spain

"I have been to the Show multiple times and each time it inspires me more. I like the consistency of the strategic focus on the experience that the global brands and products offer, keeping the customer in the middle. What makes it unique is also the educational content and engaging sessions by industry experts. In the emerging age of experience-driven economy, this is a big advantage. This Show is uniquely positioned to play a pivotal role in bringing forth the global ecosystem of retailers, manufacturers and brands in the new normal."

— **SHALINI TANDON**, VP, Sourcing and Brand Management  
Nykaa Fashion, India

For more information and to register  
for your FREE entrance badge, please visit  
[TheInspiredHomeShow.com](https://TheInspiredHomeShow.com).

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31<sup>st</sup> international specialized exhibition



# HOUSEHOLD EXPO

**12–14 September  
autumn 2023**

Moscow, Expocentre Fairground

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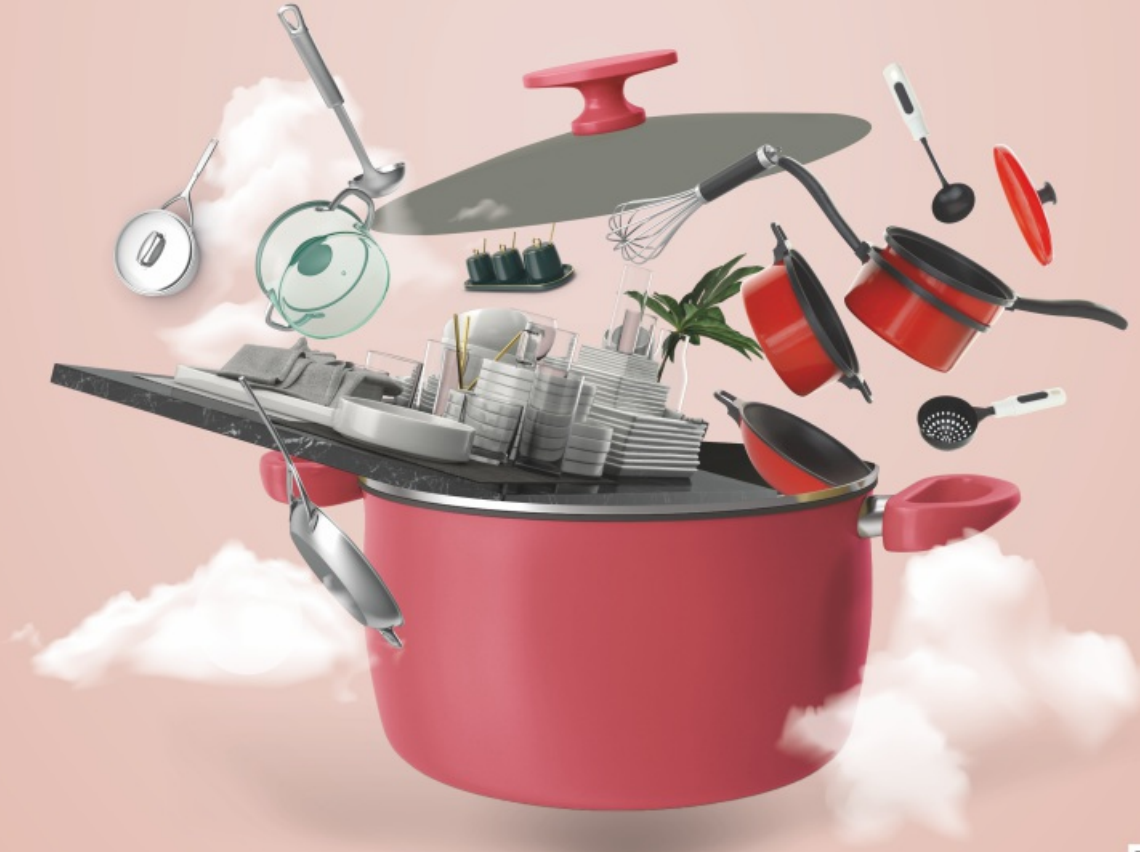
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[maria@luxuryhits.ru](mailto:maria@luxuryhits.ru), [www.hhexpo.ru](http://www.hhexpo.ru)





# Home and Kitchen Products Export Fair

**31** / **03** **2023**  
August September  
Istanbul Expo Center / Yeşilköy



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CHAMBERS AND COMMODITY EXCHANGES OF TURKEY.

# Lean Manufacturing & Zero Defect Zero Effect Techniques to transform Indian MSME into MNC

**Context: Every Micro, Small, and Medium Enterprise has the potential to become a world-class manufacturing organization by adopting the right strategy, learning and implementing global best practices, and good leadership. Lean manufacturing and ZED provide opportunities for Indian MSMEs to learn and implement a world-class management system to make them grow.**

The Lean Manufacturing Competitiveness Scheme and ZED Certification launched by the Ministry of MSME facilitate the MSMEs to learn and implement global best practices. The author of this article is associated with the Ministry of MSME, NPC & Quality Council of India as a Lean & ZED Consultant, implemented Lean and ZED in more than 40 SMEs. On the demand of MSME entrepreneurs, he has authored books on Lean Manufacturing & ZED, which may facilitate the successful implementation of Lean and ZED in industries.

## Current Problems of Indian MSMEs

Indian MSMEs have grown with traditional production processes using mostly indigenous machines, technology, and semi-skilled workers. Now some companies are adopting advanced technology and using modern machines but their systems, processes, and people are still following traditional practices. Therefore MSMEs are not able to derive the benefits of having good machines and materials. Lean Manufacturing and ZED will facilitate them to improve the processes, systems, and people to get the best use of advanced machines and good quality materials. With reference to modern production management practices, the current problems faced by Indian MSMEs include the following;

## MSME Problems

- Poor production planning
- High rate of defects
- High rate of re-work
- Very high level of inventory
- A large lot of production
- Unorganized workplace
- Poor equipment availability
- A lot of delays due to breakdowns
- Long die change time
- Untrained manpower
- No standardization
- Poor management system
- Short-term limited vision etc.

The above problems can be solved to a great extent by the learning and effective implementation of Lean manufacturing and ZED techniques.

## Lean Manufacturing:

Lean Manufacturing, the most effective and efficient production management system was evolved at Toyota, which has made it the best company in the world. Now all kinds of large, medium, and small enterprises across the world are trying to learn and adopt it.

Objective of Lean manufacturing is to:

- Improve **Quality**
- Reduce **Cost**
- Improve **On-time Delivery**

domestic customers with world-class quality at a competitive price.

The revised ZED certification model launched in 2022 by the Ministry of MSME is like a mini-management system, which can be easily implemented in small organizations. The ZED certification is done in three levels; Bronze, Silver, and Gold management systems based on the following parameters which need to be established by MSMEs.

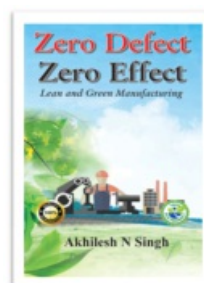
Parameters of ZED Certification Models		
Bronze Certification	Silver Certification	Gold Certification
<ol style="list-style-type: none"> <li>1. Leadership</li> <li>2. Swachha workplace</li> <li>3. Workplace Safety</li> <li>4. Measurement of Timely Delivery</li> <li>5. Quality Management</li> </ol>	<ol style="list-style-type: none"> <li>6. Human Resource Management</li> <li>7. Daily Work Management</li> <li>8. Planned Maintenance &amp; Calibration</li> <li>9. Process Control</li> <li>10. Product Quality &amp; Safety Testing/Certification</li> <li>11. Materials Management</li> <li>12. Environmental Management</li> <li>13. Environmental Management</li> <li>14. Measurement &amp; Analysis</li> </ol>	<ol style="list-style-type: none"> <li>15. Supply Chain Management</li> <li>16. Risk management</li> <li>17. Waste Management</li> <li>18. Technology Selection &amp; Upgradation</li> <li>19. Natural Resource Conservation</li> <li>20. Corporate Social Responsibility</li> </ol>

## ZED Certification Models

On the initiative of the Prime Minister of India, a practical and simple model for managing MSMEs was developed by the Quality Council of India. The objective of ZED is to enhance the global competitiveness and export potential of Indian MSMEs.

The goals of ZED certification models are:

- Zero Defect (zero non-conformance /non-compliance & zero waste)
- Zero Effect (Zero discharge of air / liquid / solid / noise pollutants and zero waste of natural resources)



ZED model was developed based on lean principles that focus on Environment, Energy, Natural Resources, & Safety issues in addition to Quality, Cost, and Delivery addressed by Lean. The purpose of the ZED conformity model is to certify the manufacturing capability of MSMEs that can meet the requirements of global and

Attractive incentives, financial, and consulting support are given by the Government to encourage MSMEs to upgrade their management system to adopt world-class manufacturing practices to enhance global competitiveness and increase export.

## How to transform MSMEs into World-class Organizations?

To attain world-class goals, MSMEs need to improve three things:

**Processes:** Improve production methods by following the best operating practices, better maintenance of equipment, and shop floor discipline

**People competence:** change attitude, knowledge, and skill of people through training in Lean techniques.

**Culture:** build a culture of learning, respect for the people, and continuous improvement. This is made possible by establishing a Lean Management System under the direct leadership of the CEO.

## Lean/ZED Consulting & Training Intervention

Lean and ZED implementation is facilitated by Trained, and Government Certified Consultants under well-structured schemes.



For coordination of Lean/ZED Activities, CEO has to nominate a **Lean/ZED Coordinator**, who will be the main person to coordinate with CEO, Consultant, and Project Team members. Lean Coordinator's role is most important for the success of Lean implementation in the company.

During the consulting period, Consultants perform the following activities:

- **Awareness Training** of all technicians and managers to educate them about the concepts, and benefits of Lean/ZED and their role in successful implementation. The purpose of training is to change the mindset and limiting beliefs of people, which restricts growth.
- **Diagnostic Study:** Conduct a comprehensive study of current processes, identify the gap between current and future states, select a pilot value stream and identify the problems which are causing defects, delays, low productivity, and high cost. Select a few process improvement (kaizen) projects in consultation with the CEO, which will be taken up for improvement. Each improvement project requires a team of at least four persons (operators/ supervisor/manager) to work on it under the guidance of the Consultant.

**Training of Employees:** One of the main objectives of Lean/ZED is to enhance the competence of employees to detect and solve problems to improve process performance. The Lean consultant trains the project team members on Lean/ZEDtools & techniques such as Kaizen, Project Management, 5S, Visual Controls, SMED, Standardized work, TPM, Environmental Management, Energy Management, etc. After the training project team members work on improvement projects to solve the problems.

**Five S & Visual Management:** Five S is the foundation of Lean/ZED. This is the most important activity to make a world-class organization. The entire company premises is divided into various zones. For each zone, there will be an owner responsible for maintaining that area in excellent condition. Each employee is involved in the 5S activity.

**Kaizen Projects:** All improvements in processes are made through kaizen projects. The project team's role includes the collection of data, implementing the action plan, and making improvements in processes. The Lean consultant periodically reviews the project progress and provides essential training and mentoring to team members. The goals of Kaizen projects may be a quality improvement, Inventory reduction, productivity improvement, cost reduction, equipment availability improvement, etc.

**Lean Management System:** Finally to hold the gains of Lean Manufacturing/ZED in the future, a Lean Management System is established in the company.

#### **The Role of CEO for the successful Implementation of Lean**

The three main players responsible for the successful implementation of Lean Manufacturing/ZED in MSMEs are; the CEO, the Lean Consultant, and the Lean/ZED Coordinator of the unit.

**CEO** is the prime mover for successful Lean/ZED implementation. He/she has to be committed and personally involved in creating the vision, appointing a Lean/ZED Coordinator, providing financial and human resources, nominating project teams, and regularly monitoring and reviewing the implementation of the Lean action plan.

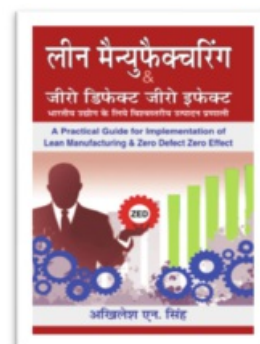
**Lean/ZED Coordinator:** The very first and most important task for the CEO is to appoint a Lean/ZED Coordinator who will work as a Change Agent. The lean coordinator should be a Senior Management person with authority and responsibility to plan, implement, and monitor the Lean/ZED projects under the guidance of the Consultant.

**Lean/ZED Consultant** is a Coach (guru) with formal qualifications in Lean techniques and hands-on experience in Lean/ZEDimplementation in several industries. The role of the consultant is to train the project teams, diagnose problems, facilitate the development and implementation of solutions, hand holding of team members, review project progress, motivate, and guide team members for successful implementation.

#### **About the author**

Akhilesh N Singhis a Lean Management, Six Sigma & ZED Consultant with 50years of experience in the industry, management teaching, corporate training, and management consulting. Associated with Quality Council of India as a Lean Manufacturing & ZED Expert. Undergone training in Lean Management at Lean Enterprise Academy UK, Toyota Motor Co. Japan, & Kaizen Institute Japan. Six Sigma Black Belt from ASQ. Executed more than 350 Lean/Six Sigma training/consulting assignments in leading companies in 5 counties; India Bangladesh, Saudi Arabia, UAE, and Qatar. Implemented Lean Manufacturing & ZED in more than 40MSMEs located at Faridabad, Vapi, Kashipur, Kundli, Ghaziabad, and Greater Noida as Ministry of MSME and UNIDO Consultant.

B.Tech from IIT-Banaras Hindu University with a diplomain Gembakaizen (Japanese Management). Author of 16 books on Lean Manufacturing, Zero Defect Zero Effect, Stainless Steel, Quality Management, Practical Spirituality, etc. Currently facilitating industrial organizations to transform their processes, people, and culture through the implementation of world-class manufacturing techniques. (Contact:ansingh11@gmail.com)



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Dated 1st March 2023

(Sd/-)  
R. L. Choudhary  
(Publisher)

## Jindal Stainless hosts strategic conference with Defence Ministry and Army

**Strengthens the 'Make in India for the World' vision in Aerospace and Defence sector; Dedicates new shooting range to the nation**

India's largest stainless steel manufacturer, Jindal Stainless hosted a conference on Strategic Defence Materials for Atmanirbhar Bharat, in partnership with the Ministry of Defence and the Indian Army in Hisar today. The day started with the inauguration of a shooting range by Managing Director, Jindal Stainless, Mr Abhyuday Jindal along with Scientific Advisor to Defence Minister, Dr G Satheesh Reddy. This was followed by various discussions ranging from the futuristic requirements of the sector to the challenges faced in indigenisation, and the DRDO's vision for domestic manufacturers.

During the conference, Scientific Advisor to Defence Minister, Dr G Satheesh Reddy said, "I would like to congratulate Jindal Stainless for playing an active role in India's highly paced developmental journey. The organization's efforts in sectors of automation, quality consciousness and safety at workplace are highly appreciated. Materials and Manufacturing sectors are the pillars of Atmanirbhar Bharat and hence there is a need to identify the gaps in these sectors and fill them with innovative technological solutions. Together we can fulfill the new ambitions of the country and fulfill our vision of 'Make in India for the World'."

Commenting on the occasion of the first technical conference of its nature, Managing Director, Jindal Stainless, Mr Abhyuday Jindal said, "Jindal Stainless is committed to empower the government's vision to 'Make in India for the world' and bring the manufacturing of world-class defence material requirements back to the nation. We are confident that 'Bharat' has the right skills and determination to become 'Atmanirbhar' in the Defence sector and such conferences will

pave the way for smoother industry-government collaboration."

Defence Business Head, Jindal Stainless, Mr C P Agrawal added, "The right policy reforms aimed at banning or reducing imports in certain categories, such as armour steel, will help eliminate the problems of mis-declaration of imports, and the subsequent quality and safety issues arising from the usage of lower quality material for strategic applications in the Defence and Aerospace sector. This is the need of the hour to promote indigenous manufacturing in this sector and make India the preferred supplier for the world."

Jindal Stainless is giving impetus to indigenous manufacturing in the Defence and Aerospace sector through its business unit, Jindal Defence and Aerospace (JDA). JDA started supplying material to the Defence Research and Development Organisation (DRDO) in FY19 for their missile programme. Currently, the Company offers a wide range of products for various applications, like specialty steel for missile and Satellite Launch Vehicle applications, Submarine Rocket Launchers, Armour Steel which is one of the best in the world, High Nitrogen Steel, etc. through its patented technology at its manufacturing facilities in Hisar, Jajpur and Patherdi. This Aerospace and Defence venture of Jindal Stainless has helped in import substitution for a majority of these applications in last 2-3 years, thus, bolstering the strategic defence arm of the country.



## EU prolongs stainless steel tariffs for China, Taiwan

The European Commission said on Friday it had prolonged anti-dumping tariffs on stainless steel fittings from China and Taiwan for five years and extended them to Malaysia.

The Commission's review of the measures concluded that removal of the tariffs would have led to continued dumping in an European Union market worth some 100 million euros (\$111 million) per year.

The measures, in place since 2017 on stainless steel tubes and pipe fittings, were extended to Malaysia because the investigation found that Chinese producers were using assembly operations there to evade applicable tariffs.

The duties range from 5.1% to 12.1% for Taiwan and from 30.7% to 64.9% for China. The rate for imports from Malaysia is 64.9%.

Two producers that the Commission said were genuinely Malaysian - Pantech Stainless and Alloy Industries and SPI United - will be exempt from the measures.

(\$1 = 0.9050 euros)

Reporting by Philip Blenkinsop Editing by Mark Potter

Source: [www.reuters.com](http://www.reuters.com)





## Commerce ministry for continuation of countervailing duty on certain steel products imported from China

**T**he duty was recommended by the ministry's investigation arm Directorate General of Trade Remedies (DGTR) after conducting a sunset review investigation on imports of 'hot rolled and cold rolled stainless steel flat products' imported from China.

The commerce ministry has recommended continuation of 18.95 per cent countervailing duty (CVD) on certain flat-rolled steel products imported from China for five years to guard domestic manufacturers from subsidised imports.

The duty was recommended by the ministry's investigation arm Directorate General of Trade Remedies (DGTR) after conducting a sunset review investigation on imports of 'hot rolled and cold rolled stainless steel flat products' imported from China.

Jindal Stainless Ltd and Jindal Stainless (Hisar) Ltd had jointly filed an application before the DGTR for initiation of this probe. They had sought the continuation of the countervailing duty on the imports, according to a notification of the directorate.

According to the applicants, the expiry of the existing duty was likely to result in continuation/recurrence of subsidised imports of these goods from China and that impact the domestic industry.

The imports have increased to 3,43,893 (annualised) metric tonnes (MT) in April-September 2022, and 4,42,058 MT (annualised) in October-December 2022, thus showing continuous increase.

The directorate in its findings have concluded that the Chinese imports are undercutting the domestic prices and

there is a likelihood of continuation of subsidisation on the products by China if the existing CVD was discontinued in the light of the surplus capacities maintained by the Chinese producers.

"The Authority considers it appropriate and necessary to recommend continuation of definitive duty...for a period of five years on all imports of the subject goods from the subject country," it said.

While the DGTR recommends the duty, the finance ministry takes the final decision to impose the same.

Under the global trade rules of the World Trade Organisation (WTO), a member country is allowed to impose anti-subsidy to countervailing duty if a product is subsidised by the government of its trading partner.

These duties are trade remedies to protect domestic industry.

Subsidy on a product makes it competitive in price terms in other markets.

Countries provide this to boost their exports. India and China are members of the WTO. China is a major trading partner of India.

Source: [www.moneycontrol.com](http://www.moneycontrol.com)



## Stainless steel demand in India seen surging through 2025: CRISIL report

**I**ndia's demand for stainless steel, which was four million tonne in 2022, is projected to log a healthy compound annual growth rate (CAGR) of 9 per cent in the three fiscals through 2025, according to a CRISIL Ratings report.

It is estimated that the demand for the metal will be double the 4.5 per cent pace of the past five fiscals. The report attributed the rise in demand to the increasing adoption of stainless steel in railways -- a focus area for government infrastructure spending -- and rising application in the automobile and construction sectors.

"Adoption of stainless steel is increasing because of its higher durability and lower maintenance. Demand from railways is expected to more than triple by fiscal 2025 and constitute 20 per cent of incremental demand for the metal over fiscal 2023-2025. To be sure, the recent Union Budget has doubled the amount earmarked for manufacturing railway coaches to Rs 47,500 crore for fiscal 2024," said Ankit

Hakhu, Director, CRISIL Ratings.

The demand growth, in turn, it said will spur capacity additions in the industry.

"Strong demand prospects, coupled with the absence of any major supply addition in

the last three fiscals, have set the stage for capital expenditure (capex)," the report said.

Credit profiles of domestic stainless-steel manufacturers are expected to remain healthy in fiscal 2024 on the back of lower debt, stable profit and healthier balance sheets, it said. (ANI)

Source: [www.babushahi.com](http://www.babushahi.com)



## Martyrs' Memorial in Telangana to be world's largest 'seamless stainless steel structure'

The 'diya-shaped' structure was built to remember those who sacrificed lives over the time during the 'Telangana movement' - for the creation of a separate state.

The structure is similar to 'Cloud Gate,' which is also known as 'Chicago Bean', in the US state of Illinois. (ANI)

The Martyrs' Memorial that is to be unveiled soon in the city of Hyderabad in Telangana is believed to be the world's largest 'seamless stainless steel structure'. The 'diya-shaped' structure was built to remember those who sacrificed lives over the time during the 'Telangana movement' - for the creation of a separate state.



According to an Indian Express report, construction of the structure was overseen by eminent sculptor M Venkata Ramana Reddy, who said the shape was the fifth design he submitted to chief minister K Chandrasekhar Rao. Inside the structure will be a museum, an audio-visual hall for 75 people, a convention centre with seating for 650

people, a restaurant, and other amenities, such as parking for 350 cars and 650 bikes.



It is similar to 'Cloud Gate,' which is also known as 'Chicago Bean', in the US state of Illinois.

According to Telangana Today, sculptor Ramana Reddy said 'Cloud Gate' had inspired him. The structure of 'The Bubble' in China's Karamay is also similar. Ramana Reddy also stated that the previously 'star-shaped' building was decided but it had some practical issues.

According to a supervisor at Grankraft Industries, an engineering and manufacturing firm, the structure was installed using insulation, and the metal used had arrived by ship from Dubai. "We started the installation in May & completed it in 6 months," the supervisor added, according to ANI.

The main structure, shaped like a steel diya (lamp), spans 85,000 square feet on a 3.29-acre plot of land and features an infinite flame at the top that can be seen from afar. Beautiful gardens with a fountain will greet visitors as they enter. In the memorial, there will be a display of events from Telangana's struggle from 1969 to the movement's final stages in the 2000s

## Jindal Stainless supplies stainless steel for Ambedkar statue in Hyderabad

Jindal Stainless has supplied more than 300 metric tonnes (MT) of stainless steel for the construction of Dr B R Ambedkar's 125-ft statue in Hyderabad. The giant statue was unveiled on Dr Ambedkar's birth anniversary against the backdrop of the new circular Secretariat Building Complex here by the Chief Minister of Telangana, Mr K Chandrasekhar Rao (KCR) along with Mr Prakash Ambedkar, the grandson of Dr Ambedkar. Jindal Stainless has supplied grade 304 hot-rolled stainless steel in a thickness range of 12 mm -32 mm, the company said in a release here. Stainless steel has been used in the armature structure of the statue. On Twitter, Jindal Stainless Managing Director Mr Abhyuday Jindal, said, "We are honoured to be a part of this iconic project of the Telangana government. It is a symbol of pride for our country

as we launch Dr Ambedkar's statue, a visionary who was instrumental in scripting the Constitution of India." The statue has been built on a 50-feet high pedestal with a ground floor measuring 172 feet and a terrace. It will also have an ancillary building, a museum, and a gallery exhibiting important events during the lifetime of Dr Ambedkar. The company has two stainless steel manufacturing complexes in India -- in Hisar (Haryana) and Jajpur (Odisha), as well as an overseas manufacturing unit in Indonesia. The Company's product range includes stainless steel slabs, blooms, coils, plates, sheets, precision strips, blade steel, and coin blanks. UNIKNRKM

Source: [www.uniindia.com](http://www.uniindia.com)



## EC extends anti-dumping measure to stainless steel from Turkey – Stainless Espresso

**T**he European Commission (EC) has announced the results of the anti-circumvention investigation against imports of certain hot rolled stainless steel sheets and coils originating in Indonesia to imports of certain hot rolled stainless steel sheets and coils consigned from Türkiye, whether declared as originating in Turkey or not.

### Anti-dumping duties at 17.3

As already expected, the EC comes to the final conclusion that circumvention of the anti-dumping measure against SSHR from Indonesia via Turkey has taken place and thus extends the measure to Turkey. Henceforth, 17.3% anti-dumping duties will be imposed on corresponding products from Turkey.

The EC rejected requests for an exemption from some Turkish exporters.

### European natural gas prices continue to stabilise

Natural gas prices stabilize as European natural gas delivery for one month dropped to approximately 42 euros per megawatt hour on the Dutch TTF.

### Low gas consumption in March

This decline is attributed to a decrease in gas consumption in the European Union (EU) in March, which was 18 percent below the seasonal five-year average. As a result, the storage stocks in the EU were filled to 56.2 percent of total capacity at the end of the heating season, the highest level in over a decade. The EU aims to fill storage facilities to at least 90

percent by the end of October, which requires approximately 28 billion cubic meters of natural gas, significantly less than last summer's 39 billion cubic meters acquired from non-Russian sources.

### Further decline in inflation expected

With current import levels, the storage facilities are expected to be filled by the end of August, keeping natural gas prices lower than last summer. This has positive economic effects by reducing inflation and easing the burden on energy-intensive industries.

### Global stainless steel market is warming up

In the meantime, other media also report that the global stainless steel market is showing signs of warming up as several regions in Asia, including Taiwan, have increased their stainless steel prices in response to the recent pickup in China's market. This positive momentum is expected to expand to the European and North American markets in the near future.

### Taiwan's stainless steel prices have followed rebound

Spot market prices for stainless steel in China, as well as Shanghai Futures Exchange (SHFE) stainless futures, have been rising for several days, and nickel prices in both Europe and Asia have also increased, indicating a gradually stronger price tendency in the global markets. Taiwan's stainless steel prices have followed suit with the prices rebounding in China.

Source: steelnews.biz

## Nanobot Housewares awarded for "Emerging Company for manufacturing of stainless steel vacuum insulated product."

**V**ikas Jain & Vaibhav Jain, Directors Nanobot Housewares Solutions Pvt Ltd awarded for "Emerging Company for Manufacturing of Stainless Steel Vacuum Insulated Products" at The India@2047 on MSMEs organised by Knowledge Chamber of Commerce and Industry of the year 2023 at The Lalit, New Delhi on 18th March 2023.



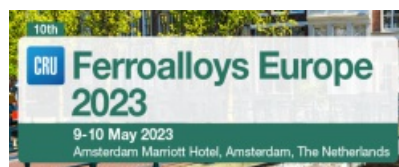
- 3M INDIA LIMITED, BANGALORE
- A K ENTERPRISES, MUMBAI
- A. ASHOK KUMAR & CO., MUMBAI
- A. BABULAL & CO., BHAYANDER
- A. K. TALWAR & SONS, DELHI
- A.W.K. STEELWARES PVT. LTD., GAZIABAD
- AAKAR PIPES & METALS PVT. LTD., INDORE (M.P.)
- ACCORD OVERSEAS PVT. LTD., DELHI
- ACTIONWARE INDIA PVT. LTD., RAJKOT
- ACCURATE METALS, JODHPUR
- ACCURATE STAINLESS P. LTD., NEW DELHI
- ACURA VENTURES, GUWAHATI
- ACRYSIL STEEL LTD., Bhavnagar
- ADARSH STAINLESS PVT. LIMITED, PUNE
- ADITYA STEEL, BHAYANDER (E)
- AENCO HOUSWARE (INDIA) PVT. LTD., MUMBAI
- AGARWAL METAL CO., MUMBAI
- AIZAWL UTENSIL STORE, AIZAWL (MIZORAM)
- AJANTA STEEL PRODUCT, NEW DELHI
- AJANTA STEELS, MUMBAI
- AJIT BARTAN STORE, PUNJAB
- ALLENE OVERSEAS PVT. LTD., HARYANA
- AMARA STORES PVT. LTD., CHENNAI
- AMAR SALES CORPORATION, BANGALORE
- AMARTI METAL, BHAYANDER (E)
- AMAZON BRUSH CO., NEW DELHI
- AMBICA METAL CORPORATION, AHMEDABAD
- AMIT STEEL TRADERS, DELHI
- AMPOULES & VIALS MFG. CO. LTD., MUMBAI
- AMRITAVEL MARKETING - MADURAI
- ANAND INDUSTION ALLOYS P. LTD., AHMEDABAD
- ANAND METAL CORPORATION, MUMBAI
- ANAND & COMPANY, BANGLORE
- ANANTHA METAL COMPANY FIRM, MADURAI
- ANIL & COMPANY, MUMBAI
- ANKIT MECHANICALS WORKS PVT. LTD, HOWRAH
- ANKUR EXPORTS, DELHI
- ANMOL STAINLESS PVT. LTD., KOLKATA
- ANUJ METAL, AHMEDABAD (GUJRAT)
- ANUSHREE ELECTRICAL ENGINEERS (P) LTD., MEERUT
- APAAR CUTLERY, MORADABAD
- APARNA METAL INDUSTRIES, HVIJAYAWADA
- APEX STEEL, JODHPUR
- APPLE STEEL, GUNTUR
- APURVI INDUSTRIES, AHMEDABAD
- ARCEE ISPAT UDYOG LTD., HISAR
- ARIHANT ENTERPRISES, CHENNAI
- ARIHANT STEEL INDUSTRIES, AHMEDABAD
- ARIHANT TUBES & FITTINGS, PUNE
- ARJAN INTERNATIONAL, NEW DELHI
- ARK METAL & ALLOYS, KANPUR
- ARPAN MACHINE TOOLS, RAJKOT
- ARUN METAL & GENERAL STORES, BELGUAM, KA
- ASHOK AGENCIES, PUNE
- ASHOK STEEL HOUSE, CHENNAI
- ASHOKA METAL INDUSTRIES, AHMEDABAD
- ASHUTOSH METAL PVT. LTD., AHMEDABAD
- ASIATIC CRAFT INDUSTRIES, MUMBAI
- ASTRAKLEN INDUSTRIES, MUMBAI
- AUSTENITC STEELS PVT, MUMBAI
- AUTO CONTROLS, DELHI
- AVANTIKA STAINLESS STEEL P LTD, JODHPUR
- AVN COMMODITIES PVT. LTD., AHMEDABAD
- B. G. STEELS PVT. LTD., BHIWADI (RAJ.)
- B. M. ENTERPRISES, MUMBAI
- B. P. B. (INDIA), JODHPUR
- B.C. METALS, GUWAHATI
- B.F. METAL CRAFT, SURAT
- B.L. STRIPS & ALLOYS, DELHI
- BAHETI METAL & FERRO ALLOYS LTD., AHMD.
- BAISHU STEELS PVT. LTD. - KOLKATA
- BAJAJ STEELS & INDUSTRIES LTD., KANPUR
- BAJRANG STEEL INDUSTRIES, DELHI
- BALAJI S.S. SHEETS PVT. LTD., JODHPUR
- BALWANT STEEL, CHENNAI
- BANSAL STEEL INDUSTRIES, NEW DELHI
- BANSAL WIRE INDUSTRIES LTD., DELHI
- BASAR STAINLESS PVT. LTD., MUMBAI
- BATRA APPLIANCES LTD., DELHI
- BEENA STEEL PRODUCTS, BHAYANDER (E)
- BELIM ELECTROMAC INDUSTRIES, JODHPUR
- BENGAL STEEL UDYOG, HOWRAH (WB)
- BENGANI UDYOG PVT. LTD., AHMEDABAD
- BHAGWATI METALS, JODHPUR
- BHAIKAV IMPEX, BHAYANDER (E)
- BHAL INTERANTIONAL, MUMBAI
- BHALARIA METAL CRAFT PVT. LTD., THANE
- BHANSALI STEELS, CHENNAI
- BHARAT METAL INDUSTRIES, HISAR
- BHARAT STEEL CORP, HYDERABAD (A.P)
- BHARAT STEEL HOUSE, HYDERABAD (A.P)
- BHART IMPEX, THANE-MUMBAI
- BHATIA SONS, NEW DELHI
- BHIWADI METAL ROLLWELL P. LTD., NEW DELHI
- BHOR METAL SYNDICATE, MUMBAI
- BJK INDUSTRIES, VASAI
- BKP ENTERPRISES, MORADABAD
- BOMBAY GAS LIGHT STORES, VISHAKHAPTNAM
- BOSKINA IMPEX, BHAYANDER (E)
- BOSTON CONSULTING GROUP, MUMBAI
- BRG IRON & STEEL COMPANY P. LTD., KOLKATA
- BRG INTERNATIONAL PVT. LTD., NEW DELHI
- BRIGHT INTERNATIONAL, MUMBAI
- BRITISH SUPER ALLOYS PVT. LTD., MUMBAI
- BUSINESS (UTENSILS SHOP), NAGPUR
- BUTTERFLY STEELS, BHAYANDER (E)
- CAT-LARRY, MORADABAD
- CHANDA STEEL WORKS PVT. LTD., DELHI
- CHANDAN STEEL, AHMEDABAD
- CHANDRAMUKHI STEEL HOUSE, CHENNAI
- CHAWLA ENTERPRISES, NEW DELHI
- CHENNAI HI-TECH HOME APPLIANCES P. LTD.
- CHETAN METALS PVT. LTD., JODHPUR
- CHINAR STORES, DELHI
- CHOPRA CHEMICALS, JODHPUR
- CHOPRA INDUSTRIES, JODHPUR (RAJ)
- CLASSIC ENTERPRISE / PAREKH & SONS, KOLHAPUR
- COMPETENT DYESTUFF & ALLIED PRODUCTS (P) LTD., GHAZIABAD (UP)
- CONSOLIDATED TEKNICS INDIA PVT. LTD., BANGLORE
- CONTEMPORARY CREATIONS PVT. LTD., NEW DELHI
- CONTINENTAL SPEAYES, NEW DELHI
- CRYSTAL COOK-N-SERVE PROD. P. LTD., RAJKOT
- CUBE CONSTRUCTION ENGINEERING LTD, VADODARA
- CITY STEEL INDUSTRIES, SILIGURI
- D. S. METALS, JAGADHARI (HARYANA)
- DAGA UDHYOG, JODHPUR
- DAIVIE EXPORT, NEW DELHI
- DALMIA STEELS, HISAR
- DARA INC., MORADABAD
- DARSHAN METAL INDUSTRIES, JAGADHRI, HRY.
- DEEP METAL PRODUCTS, DAHANU ROAD
- DEEP STEEL, BHAYANDER
- DEEPAK SUPER STEEL, NEW DELHI
- DEEPALI ENTERPRISES, DELHI
- DEETEE INDUSTRIES LIMITED - INDORE
- DEI GRATIA IMPEX PVT. LTD., DELHI
- DEKORA ARTS, MORADABAD (U.P)
- DELUXE METAL CORPORATION, AHMEDABAD
- DEV ENTERPRISES, BHAYANDER
- DEV METAL INDUSTRIES, DELHI
- DEV STEEL (INDIA), AHMEDABAD
- DGM TUBES PVT. LTD., PUNE
- DHANJAL INDUSTRIES, NEW DELHI
- DHANLAXMI METAL/ BHAGYALAXMI STEEL IND, BHAYANDER (E)
- DHANURAM AGENCIES, NAGPUR
- DHARINDHAR METAL INDUSTRIES, AHMEDABAD
- DINESH METAL (INDIA), AHMEDABAD
- DIPLOMA METAL INDUSTRIES, AHMEDABAD
- DIVINE TUBES PVT. LTD., GUJARAT
- DMW EXPORTS PVT. LTD., NEW DELHI
- DOLPHIN METALS INDIA LTD., AHMEDABAD
- DOSHI TUBES PVT. LTD., MUMBAI
- DULL. DESIGNS, MUMBAI
- EAGLE METALS, MUMBAI
- ELECTRONICS DEVICES, MUMBAI
- E.N. PROJECT & ENGINEERING INDUSTRIES (P) LTD. - HARYANA
- EMARS MINING & CONSTRUCTION PVT. LTD., KOLKATA
- EMPIRE METAL (INDIA), SECUNDERABAD
- EVERSINING INTERNATIONAL LTD., CHINA
- FACKELMANN INDA KITCHENWARE PVT. LTD., GURGAON
- FALCON INTERNATIONAL, MUMBAI
- FEDORA IMPEX CO., MUMBAI
- FEMINA APPLIANCES & MOULDINGS, CHENNAI
- FESTINO MARKETING CO.P. LTD., KOLKATA
- FITMET INDUSTRIAL FITTINGS (P) LTD., PUNE
- FORTUNE EXIM, PUNE
- FRANKIE INDIA PVT. LTD., AURANGABAD
- GALAXY KITCHEN APPLIANCES, RAJKOT
- GALA SONS, MUMBAI
- GANDHI EXPORTS, MUMBAI
- GANESH ENGINEERING CORPORATION, PUNE
- GANESH METAL INDUSTRIES, RAJKOT
- GANESH PRASAD PARASRAM ASATI, JHANSI (U.P)
- GANGA STEELS, JODHPUR
- GARDEN STEELS, BHAYANDER (E)
- GARGI METALS, PANIPAT
- GARUDA MFG. & MARKETING CO., AHMEDABAD
- GAURAV OVERSEAS, AHMEDABAD
- GAURAV CUTLERY WORKS, NEW DELHI
- GEE ISPAT (P) LTD., DELHI
- GEMINI METAL CORPORATION, KOKATA
- GIDWANI STORES, NAGPUR
- GIFT LAND, MORADABAD
- GLARE APPLIANCES PVT. LTD., RAJKOT
- GLOBE STEEL, HARYANA
- GOLDEN APPLIANCES, DELHI
- GOPINATH ENTERPRISE, AHMEDABAD
- GOVINDAM STEELS, JODHPUR
- GOYAL ENTERPRISES, DELHI
- GRIND MASTER MACHINES PVT.LTD., AURANGABAD
- GRIND TOOLS, PUNE
- GROVER STEELS (INDIA), DELHI
- GURU RAJENDRA STEELX, CHENNAI
- GURU TEGH INTERNATIONAL, NEW DELHI
- GYSCOAL ALLOYS PVT. LTD., GUJARAT
- H. K. IMPEX PVT. LTD., MUMBAI
- H.K. ENTERPRISE, ADHEWADA
- HANS RAJ MAHAJAN & SONS, JALANDHAR
- HANS RAJ STEELS (INDIA), AMRITSAR
- HAPPY HOME, GUNTUR
- HARE KRISHNA INDUSTRIES, HARYANA
- HARI HAR PIPE INDUSTRIES, HISAR
- HARSH INDUSTRIES, BHAYANDER (EAST)
- HEALUX INTERNATIONAL PVT. LTD., BANGLORE
- HEENA METALS, AHMEDABAD
- HEMRATNA STEELS, MUMBAI
- HET SINGH PRAJAPATI, AHMEDABAD
- HINDUSTAN BRASS METAL CAST, RAJKOT
- HINKAR STEELS, CHENNAI
- HISAR METAL IND. LTD., HISAR (HARYANA)
- HISAR STAINLESS STEEL PIPES CO., HISAR
- HOWRAH STEEL WORKS, HOWRAH
- I. K. INTERNATIONAL, MORADABAD
- IMPERIAL COATING INDUSTRIES, VADODARA
- INDUSTRIAL METAL DISTRIBUTORS, MUMBAI
- J. B. STEEL, DELHI
- J. K. STAINLESS, CHENNAI
- J. Y. INTERNATIONAL, BHAYANDER (E)
- J.C. METAL FAB, SURAT
- JAGDAMBA EXPORTS, SONIPAT, HARYANA
- JAGDISH INDUSTRIES, KOLKATA
- JAI BHARAT INDUSTRIES, HISAR
- JAIN BROTHERS SANITATION (P) LTD., DELHI
- JAIN BROTHERS, DELHI
- JAIN INDUSTRIES, DELHI
- JAIN STEELS CORPORATION, DELHI
- JALANDHAR CITY
- JANGADA STEEL POINT, HARIYANA
- JAY EM EXPORTS, CHENNAI
- JAY KAY ENTERPRISES, DELHI
- JAYANTA, DELHI
- JAYANTILAL - DINESHKUMAR & CO., MUMBAI
- JAYDEEP METALS, DELHI
- JAYEM METAL CORPORATION, DELHI
- JAY-KAY INTERNATIONAL, DELHI
- JAYKISHAN INDUSTRIES, RAJKOT
- JENSONS INTERNATIONAL, DELHI
- JETTECH INDUSTRIES CO. LTD., CHINA
- JEWEL ENTERPRISES, BHAYANDER (E)
- JEWEL SIMLESS LIMITED, INDORE (MP)
- JINDAL STAINLESS LIMITED, DELHI ROAD, HISAR
- JSG INNOTECH PVT. LTD. SONEPAT (HARIYANA)
- JVL CLASSICWARE, CHENNAI
- JYOTI STAINLESS, HYDERABAD (A.P)
- K. K. INTERNATIONAL, BHAYANDER (E)
- K. KISHOR KUMAR & CO., AHMEDABAD
- K.C. METAL INDUSTRIES, BHAYANDER
- KAILASH STEEL INDUSTRIES, MUMBAI
- KAILASH MARKETING ASSOCIATES, NAVI MUMBAI
- KALPATARU UDYOG, AHMEDABAD
- KALPESH STEEL, BHAYANDER (E)
- KAMAL STEEL CENTER, CHENNAI
- KAMLESH METAL WORKS, BHAYANDER (E)
- KAMLESH STEEL, AHMEDABAD
- KANSARA POPATLAL TIBHOVANDAS METAL P. LTD., GANDHINAGAR
- KAPUR CHAND PAWAN KUMAR, CHANDIGARH
- KARTHIK ALLOYS LIMITED, GOA
- KAUSHAL ENGINEERS, ALWAR
- KAVIRAJ INCORPORATION, BANGALORE
- KAWAD METALS, JODHPUR
- KEDIA STAINLESS STEEL HOUSE, KOLKATA
- KHAMBETE KOTHARI CANS & ALLIED PROD. PVT. LTD., JALGAON
- KHAN STEELS, NAGERCOIL (T.N.)
- KHANNA IMPEX, NEW DELHI
- KHEMANI METAL IND. PVT. LTD., JODHPUR
- KHEMKA INDUSTRIES ENTERPRISE, JODHPUR
- KHUSHI METAL, VASAI (E), THANE
- KING METAL WORKS, MUMBAI
- KING TOOLS CENTRE, MUMBAI
- KIRAN METAL CORPORATION, AHMEDABAD
- KITCHEN ESSENTIALS, VASAI (E)
- KITCHEN STRAINERS & TOOLS (INDIA) PVT. LTD., DELHI
- KITCHENWARE PVT. LTD., GURGAON
- KLOUD 9 INTERNATIONAL, MUMBAI
- KOMAL TRADING CORPORATION, MUMBAI
- KONGU ENGINEARS, COIMBATORE
- KOTHARI STEEL CORPORATION, MUMBAI
- KRISHNA INDUSTRIES, MUMBAI
- KRISHNA INDUSTRIES, RAJKOT
- KRISHNA TRADING CO., NEW DELHI
- KRISHNA VIJAY INDUSTRIES, AHMEDABAD
- KRUNAL ACID AGENCY, AHMEDABAD
- KRUTI ASSOCIATES, AHMEDABAD
- KRYPTON STEELWORKS PVT. LTD., ODISHA
- KT ENTERPRISES, KULLU
- KUBER TECHNO CRAFT, GUWAHATI
- KUMAR STEELS INC., Kundli, SONEPAT
- KUNAL METALS / DHANLAXMI IND., BHAYANDER
- KUNDAN INDUSTRIES LIMITED, VASAI (E)
- KUNDAN INDUSTRIES LTD., MUMBAI
- KUALITY CORPORATION, JODHPUR (RAJ.)
- LALIT CORPORATION, MUMBAI
- LALIT IMPEX PVT. LTD., MUMBAI
- LALJI MOHAN LAL, RAJKOT
- LALLUBHAI AMICHAND LIMITED, MUMBAI
- LARSEN AND TOUBRO LTD., BARODA
- LIPKA UDYOG, NEW DELHI
- LOHIA IMPEX, MORADABAD
- LOKSEVA INDUSTRIES, JODHPUR (RAJ.)
- LUXMI BARTAN BHANDAR, NEW DELHI
- M. A. ENTERPRISES, AHMEDABAD
- M. B. STAINLESS STEEL FURNITURE, JAIPUR
- M. BHAWARLAL'S HOME APPLIANCES, BANGLORE (KTK)
- M. D. METAL CORPORATION, CHENNAI
- M. K. CUTLERY WORKS, DELHI
- M. P. INDUSTRIES, AHMEDABAD
- M. R. METAL INDUSTRIES, AHMEDABAD
- M. S. INDUSTRIES, CHENNAI
- M. L. SHAH & SONS
- M.M. STEEL & ALLOYS / ANMOL METAL IND. AHMEDABAD
- M/S BANSAL BARTAN STORES, DEHARDUN (UTARAKHAND)
- M/S DEVI METAL TECHNOLOGIES, GHAZIABAD
- M/S HERO STEEL INDUSTRIES
- M/S POONAM METAL STORE, Dist. NUAPADA (ODISHA)
- MADRAS STEEL AGENCIES, CHENNAI
- MAGADH PRECISION EQUIPMENT LTD., DEWAS, M. P.
- MAGNUM PRODUCTS, AGRA
- MAHAKALI STORES, SILIGURI (W.B.)
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- MAHARAJ DISTRIBUTORS, BHAYANDER
- MAHARAJA APPLIANCES LTD. NEWDELHI
- MAHAVIR IMPEX, MUMBAI
- MAHAVIR INDUSTRIES, AHMEDABAD
- MAHAVIR INTERNATIONAL, MUMBAI
- MAHAVIR METAL INDUSTRIES, MUMBAI
- MAHAVIR STEEL, AHMEDABAD
- MAHAVIR TUBES, JALNA (M.S.)
- MAHENDARA METAL CORPORATION, CHENNAI
- MAHENDRA METAL INDUSTRIES, BHAYANDAR (E)
- MAHESH STAINLESS STEEL PVT. LTD., KOLKATA
- MALHOTRA PLASTIC PRODUCTS,
- MANAK OVERSEAS LTD., MUMBAI
- MANEK METAL INDUSTRIES, MUMBAI
- MANGAL METAL INDUSTRIES, CHENNAI
- MANGLESH INDUSTRIES, AHMEDABAD
- MANIDHARI METALS, JODHPUR
- MANIK METAL STORES, RAIPUR, CHHATTISGARH
- MANISH STEEL UDYOG, SIROHI (RAJ)
- MANOHAR STEEL, VIRAR (E) THANE
- MARK EXPORTS, RAJKOT
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- MARUTI UTEMET (P) LTD., AHMEDABAD
- MARVEL ENTERPRISE, MUMBAI
- MARVEL INDUSTRIES, AHMEDABAD
- MASTIN, MUMBAI
- MAVEN STAINLESS, DELHI
- MAXELL-PLAST (INDIA), CHENNAI
- MAYA UDYOG, AHMEDABAD
- MAYUR INDUSTRIES, DELHI
- MECH ENGINEERS, GUJARAT
- MEERA METAL INDUSTRIES, AHMEDABAD
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- MEGHA AUTOMATIONS PVT. LTD., PUNE
- MEHROTRA IMPEX (INDIA), MORADABAD
- MEHTA ALLOYS LTD., AHMEDABAD
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- MEHTA STEEL, AHMEDABAD
- MEHTA STEEL, BHAYANDER (E)
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- METALICA INDUSTRIES, HYDERABAD
- METALLIC BELLOW (INDIA) PVT. LTD., CHENNAI
- METALORE OVERSEAS PVT. LTD., DELHI
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- METTECH STEEL WORKS, RAIPUR (C.G.)
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- MICRO STEEL, RAJKOT
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www.ihexpo.com

**18 - 20 May 2023**  
**THE HOTEL & HOSPITALITY SHOW 2023 - SOUTH AFRICA**  
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www.thehotelshowafrica.com

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**AGHA MELBOURNE GIFT FAIR 2023**  
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events@homeandgiving.com  
www.agma.com.au

**23 - 25 May 2023**  
**THE HOTEL SHOW DUBAI**  
Dubai World Trade Center  
Hospitality Show  
www.thehotelshow.com/

**13-16 August 2023**  
**NY NOW - THE MARKET FOR HOME & LIFESTYLE 2023**  
scott.kramer@nynow.com,  
jaime.sikorjak@nynow.com  
www.nynow.com

**23-25 May 2023**  
**INDEX EXHIBITION DUBAI**  
Dubai world trade Center  
www.indexexhibition.com

**21-23 August 2023**  
**SMU STEEL SUMMIT 2023 - ATLANTA**  
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idealhomeshowscotland.co.uk

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**THE WATER EXPO - MIAMI**  
www.thewaterexpo.com

**07-09 July 2023**  
**MARLBOROUGH HOME & GARDEN SHOW**  
www.homeandgardenshow.co.nz

**23-25 August 2023**  
**THE 9TH INDONESIA INTERNATIONAL WELDING EQUIPMENT, CUTTING, MATERIAL AND SERVICES EXHIBITION 2023**  
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Automation,  
Welding Material, Machinery and  
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JIExpo Kemayoran, Jakarta -  
Indonesia  
www.inawelding-exhibition.net

**10-13 July 2023**  
**LATIN AMERICAN HOUSEWARES INTERNATIONAL**  
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Paulo - Brazil  
comercial@grupoeletrolar.com.br  
• latinamericanhousewares.com

**27-28 August 2023**  
**NORFOLK - PETSHOW - UK**  
ALL ABOUT DOGS  
www.allaboutdogsshow.co.uk

**10-11 July, 2023**  
**ICSSPA 2023 - INTERNATIONAL CONFERENCE ON STAINLESS STEEL PROPERTIES AND APPLICATIONS- CANADA**

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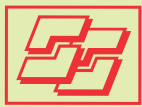
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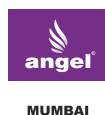
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