



# AMBA GROUP: Sustaining Steel Strength

The visionary and suave Director of North India's largest steel manufacturing company, Amba Group, Mr. Kamal Goel, is as resilient as the legacy he set out to achieve in 1974, beginning with a single furnace foundry in Muzaffarnagar, Uttar Pradesh, he went on to build state-of-the-art factories of global standards pan India, headquartered in New Delhi. Today, his industrious sons, nurtured and imbued with rich cultural values are setting new benchmarks of achievements where the INR 2500 crore worth Group, having a combined manufacturing capacity of more than 1 Million Tons per annum, is playing a critical role in giving impetus to India's vision for self-reliance.

## Brand building

India has embarked on an unprecedented growth trajectory with emphasis on building infrastructure at a rapid pace, on the framework of which India's eminence as a global economic power is dependent on. Giving

credence to this vision is the support of secondary- sector, which is in the forefront as major stakeholders and pivotal players putting the entire industry's foot forward towards rapid progress. "Amba Group, is irrefutably a trustworthy brand which has made

## KAMAL GOEL

*Director, Amba Shakti*

a niche for itself as a manufacturer of quality rebars angles and channels that few can match. The edge that the Group has in the industry are its products which are synonymous with quality, durability, versatility, competitive pricing, and optimum use of technology for better outcomes. Establishing the brands strong foothold and deep market penetration owes to the great teamwork and the good will of a strong and trusted network of about 120 distributors and more than 2000 dealers across the country. A team of motivated and highly qualified engineers and dedicated staff numbering around 300-400 people apart from contractual labourers have ensured unhindered manufacturing and delivery of quality product at affordable prices. Another feature proving advantageous to the reputation of the brand is offering prompt services to the valuable customers winning their lasting trust in us," states Mr Kamal Goel.

## **Innovative technology**

Those companies who have adapted to changing times, evolving market and customer need have shown consistent growth and one such name is that of Amba Group, in the steel manufacturing industry. The offices and factory floors of the company are enabled by world-class infrastructure and technology putting impeccable systems in place. PLC based machines, for example, help to avoid any discrepancies in place, while computerized controlled units ensure quality checks at source or anywhere along the process setting the right condition for right quality, which makes the end product worth the value.

"Our smart business strategy of investing in latest technology is paying rich dividends. It has not only reduced costs significantly, but has also fetched us better profit margins, which again is reinvested to build better and flawless processes ensuring high product quality. This has resulted in production of affordable and top-notch matchless quality of steel including for various product sizes that would be launched soon," informs Mr Goel.

## **Manufacturing hubs**

The Group's strength is backed by its highly- tech driven manufacturing units-two plants in Muzaffarnagar-one in Himachal Pradesh- two in Goa - one in Gwalior, Madhya Pradesh --the latest one, in Sikandrabad industrial area, Bulandshahr, Uttar Pradesh.

The 0.36 million tonne capacity Gwalior factory functions on tempcore technology for manufacturing wire rods, and now our new plant in Sikandrabad has the capacity of 0.5 million tonnes making it the largest plant by capacity in all of Northern India. The company owns two completely integrated plants in Goa, which consist of a DRI sponge plant, melt shops and rolling mills, and power plant. Committed to using clean energy for environmental sustainability, the uniqueness of all the new plants in Amba Group are that they are completely eco-

friendly, as they do not use any fuel, gas, or coal. They are 100 % based on electricity. Thereby reducing the Group's carbon footprint to the minimum.

"Use of the world's best and latest variant of German thermal quenching technology, is the USP at the state-of-the-art design of 500,000 tonne capacity Horizontal Vertical TMT rolling Mill, at Bulandshahr. The TMT bars are made from the best quality raw steel giving maximum strength and durability to the product. We are the only ones to have this new variant of thermax technology," said Mr Goel.

The raw products for the factories are sourced from three channels. Sponge iron is purchased from primary producers, scrap is purchased from the local markets in the vicinity of the plants, but because of the gap due to high demand, quality scrap is being imported from countries like, Brazil, UK, Scandinavian countries, Europe, Australia, Dubai among others.

## **Lore of legacy**

The Amba Group epitomizes clear vision, unwavering passion, relentless diligence, and judicious use of skill of a single man and his courage and will to create. After

initial struggle trying out several jobs across industry sectors, he rose to become a partner in a steel company, only to establish it as a self-owned company by the name Durga Ispat in the industrial town of Muzaffarnagar. Today, the company has built for itself a spotless reputation of credibility with a foundation that has been fortified by technology to operate in a global milieu. The credit goes to the forward looking brothers, who are more focused to meet the huge demand in India, which is witnessing phenomenal all-round development.

A philanthropist, compassionate towards the under-privilege, is a virtue of Mr Kamal Goel and hence the Amba Group possesses, which is focused on creating opportunities through education for a brighter tomorrow where the lesser privileged can have access to an affordable education institution offering quality education. "The educational institution which may come up in the eastern or southern regions of the country shall empower the youth with knowledge and skills as well as provide them ready jobs in the company on completion of their course," informs Mr Goel, who has set his eyes for new horizons and new growth that targets complete sustainability.

