



Project Management:

“No Matter how good the team or how efficient the methodology, if we’re not solving the right problem, the project fails.” – *Woody Williams*

“Planning without action is futile, action without planning is fatal.”

- Cornelius Fitchner

Business Update:

We have booked 2,990 MT jobs in the month of June '14. The major jobs are:

1. JBF Petrochemicals Ltd – 2400 MT
2. Surguja Agro Products – 104 MT
3. Ramesh Trade & Infra. – 118 MT

Projects Update:

We have completed 3 projects in the month of June '14, namely:

1. Job no 611 – PS Constructions
2. Job no 615 – L&T Vadodara
3. Job no 627 – All port International

Jobs under WIP

1. J-496 - L&T MRO – Nagpur – 160 MT
2. J-460 - Indigo Denim – Nagpur – 473 MT
3. J-516 - Cocacola – Bidadi – 1654 MT
4. J-558 - Multivision – Ahmd – 830 MT
5. J-568 - Celloplasts – Valsad – 270 MT
6. J-577 - Amrit Hatheries – Kol. – 160 MT
7. J-583 - Cinda Eng. – Bharuch - 535 MT
8. J-584 - Saragumi – Baroda – 367 MT
9. J-588 - L&T (TCS-Adipatla) – Hyd. – 900 MT
10. J-634 - Godrej RIL – Sholapur – 270 MT
11. J-652 – Cinda Eng. – Bharuch – 386 MT
12. J-589 – IFFCO – Kandla – 500 MT
13. J-650 – OLAM Agro – Vizag – 513 MT
14. J-667 – Shankar Pkg. – Baroda – 312 MT

Announcements:

- ❖ Mr.Sricharan Vulchi has been promoted as Chief Operating Officer (COO). We congratulate and wish him all the best for his new role as COO.
- ❖ Mr.Siva Rao K has been promoted as Chief Finance Officer (CFO). Congratulations to him.
- ❖ Mr.Eshwarkanth P. (SCM lead) has completed 15 years' of service in June'14. We congratulate him for his unstinted support throughout the period. He was instrumental in procurement of machines for our fabrication facilities and vendor development.
- ❖ Mr.Srinivas Rao P (Shearing – Hyd factory) has completed 5 years' of service in June'14. We are proud to have a team member like him.
- ❖ Following colleagues have joined us in June'14:
 - Rony R Macwan – HR & Admin for Vadodara Factory
 - N.Avinash Kumar – Designs
 - Vaishak Krishnan – Sales for Bangalore
 - Kumar Bhanu Ranjan – Sales for Vadodara
 - Venkata Reddy A – Production at Hyd factory
 - R.Anil Kumar – F&A Hyd



Birthday Buddies of July'14:

1. Gangaraju Ch. (Prod.) – 1st July
2. M.Manivannan (PMG) – 1st July
3. Anup Sharma (Maint.) – 1st July
4. Raja V. (F&A) – 5th July
5. Dixit Katoch (Projects) – 6th July
6. Sejal Patel (Purchase) – 9th July
7. Rajneesh Pawra (Sales) – 17th July
8. Venkata Divakar K (Prod) – 18th July
9. Sudheer Deva (QA) – 20th July
10. Kishan Patel (Prod) – 22nd July
11. Kaustubh D Hinge (Sales) – 25th July
12. Sanjiv Ojha (Sales) – 29th July
13. V.Anil Kumar (F&A) – 29th July
14. V.Seshagiri (Detailing) – 30th July

Interview with Mr. Niladri Sarkar, CEO of Aster Building Solutions Pvt. Ltd.



Niladri Sarkar
CEO
Aster Building Solutions Private Limited

✚ Could you throw light on Aster's journey towards becoming one of the largest PEB companies in India?

Aster Building Solutions have been in Steel Transmission Tower business since 1998. However, we were a late entrant to the Steel Building business in this country. Having started out in 2008, we had to initially struggle to break into the market which was dominated by established players.

However, in the last few years we have modelled ourselves as a Steel EPC company and have carried out Pre Engineered Steel Buildings and Structures for a number of well-known clients like Coca Cola, Vedanta, L&T, China Steel Company to name a few. Our USP has been our host of repeat customer which proves our ability to give Customer Satisfaction to our clients. Our motto has been that our Sales team gives a Customer "A Promise to Deliver" and our backup Team work to "Deliver the Promise". As of Today, we have been successful in increasing our Market Share significantly and are counted by many as a "Fast Growing Metal Building Organization" which "keeps their promise".

✚ How would you describe the current scenario of Pre-Engineered Buildings industry in India? What have been the demand trends in last five years for PEBs and metal buildings industry?

There has been a significant change in the Pre Engineered Steel Business in the last 10 years. Initially the Demand exceeded the Supply which enabled new companies to mushroom and get an elbow space in the PEB Suppliers domain.

However, in the last 5 years, due to the slowdown in the economy, the Supply, as of date, far exceeds the Demand and hence has resulted in stiff competition. To work to low costs, there has been a paradigm shift in the quality of products, delivery periods, etc. which has resulted in severe dent to the Customer Satisfaction Index. Even, as on date, established companies with Brand Equity faces stiff challenges from new players or players from the unorganized sector.

However, Customer in their bid to reduce costs whilst ensuring quality has accepted to go for Pre Engineered Steel Trusses (PEST) and other innovative ideas. This has further crippled the demand of Pre

Engineered Buildings (PEB) made out of 3 plates sections. PEB is economical for clear spans up to a certain Span. When the Span increases PEST, at times, becomes more economical.

In years to come, the demand for PEST will increase significantly. Further, for a Customer it is important that they look at the COST PER SQUARE FOOT, which is the Cost they incur, rather than Cost per ton of the product. Though the Cost per ton for Steel truss is higher, the COST PER SQUARE FOOT could be, at times, lower than an H beam PEB Structure.

In recent times, due to the increasing demand for Steel Solutions for the infrastructure industry like Power, Cement, Bridges have given a much needed boost to the Metal Manufacturing industry. Hopefully, this requirement would continue for the next 5 years.

✚ Tell us about your current and finished projects. Also, outline some of the challenges you faced and overcame which contributed in defining your brand strength.

We have been repeat supplier for Coca Cola and have won “International Award for Innovative Design” for their recently concluded project at Bangalore from an international organization. We have been working for China Steel Company and have ongoing PEB projects backlog of 10,000 tons. We have been doing a specialized steel structure of approximately 1200 tons for TCS at Hyderabad. Being a late entrant into the market had given us an advantage- we have learnt from the experiences of the established players and have Leap Fropped into the Upper echelons of the Steel Manufacturing Industry in this country. We have ensured that we take care of every customer so that the Customer becomes our “Repeat Customer”. Till date we are proud to say that all our Customers have come back to us as soon as they had another requirement.

The challenges due to brand equity were felt in the initial days but as of date we rarely find any issue regarding our Brand. Especially as of date, we have our own space in the Metal Business Industry and we are working to create our own Brand Equity and Space.

✚ Indian market has been undergoing through transformation in terms of demand and government policies. How these uncertainties have been affecting your business?

The turn of the Century was a booming period for the PEB industry. However, the economy in the last 5 years has adversely affected the growth of the Metal Building Industry. However, we have carefully treaded along and in the last 5 years have made slow and steady progress in this industry. We have been careful in choosing our assignments and have being passive to any price wars engaged by our competitors. We have carefully monitored and planned our resources including our Operations and Finances. We accept a contract and have a strong monitoring system for the same. Even after such monitoring, instances of delayed approvals and payments have derailed us at times. However, we have a strong back up team of Business Partners who have helped us at every step and today we are proud to be a Well-Managed Organization.

✚ How do you think exhibitions like India Warehousing Show and India Material Handling & Logistics Show contribute in taking the industry ahead?

It is important for the Metal Manufacturing Industry to have such exhibitions to promote newer steel technology and bring the Customer closer to Specialist Manufacturer. It also exposes people to new Suppliers of innovative products for their Metal Buildings Solutions and also helps Suppliers to find out new customers. It is an important step to build a Brand Equity for various Metal Manufacturing Suppliers. It gives a chance for Customers to explore and meet new Suppliers for their projects. Such exhibitions are a learning ground for both a Customer and a Supplier.