



BHUSHAN

THE DIVERSE SHADES OF STEEL

BHUSHAN STEEL LIMITED
The Future of Steel

ANNUAL REPORT 2012-13

Forward Looking Statement:

This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates' or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures and financial results, are forward-looking statements.

Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realised. The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements, on the basis of any subsequent developments, information or events. The Company has sourced the industry information from the publicly available sources and has not verified those information independently

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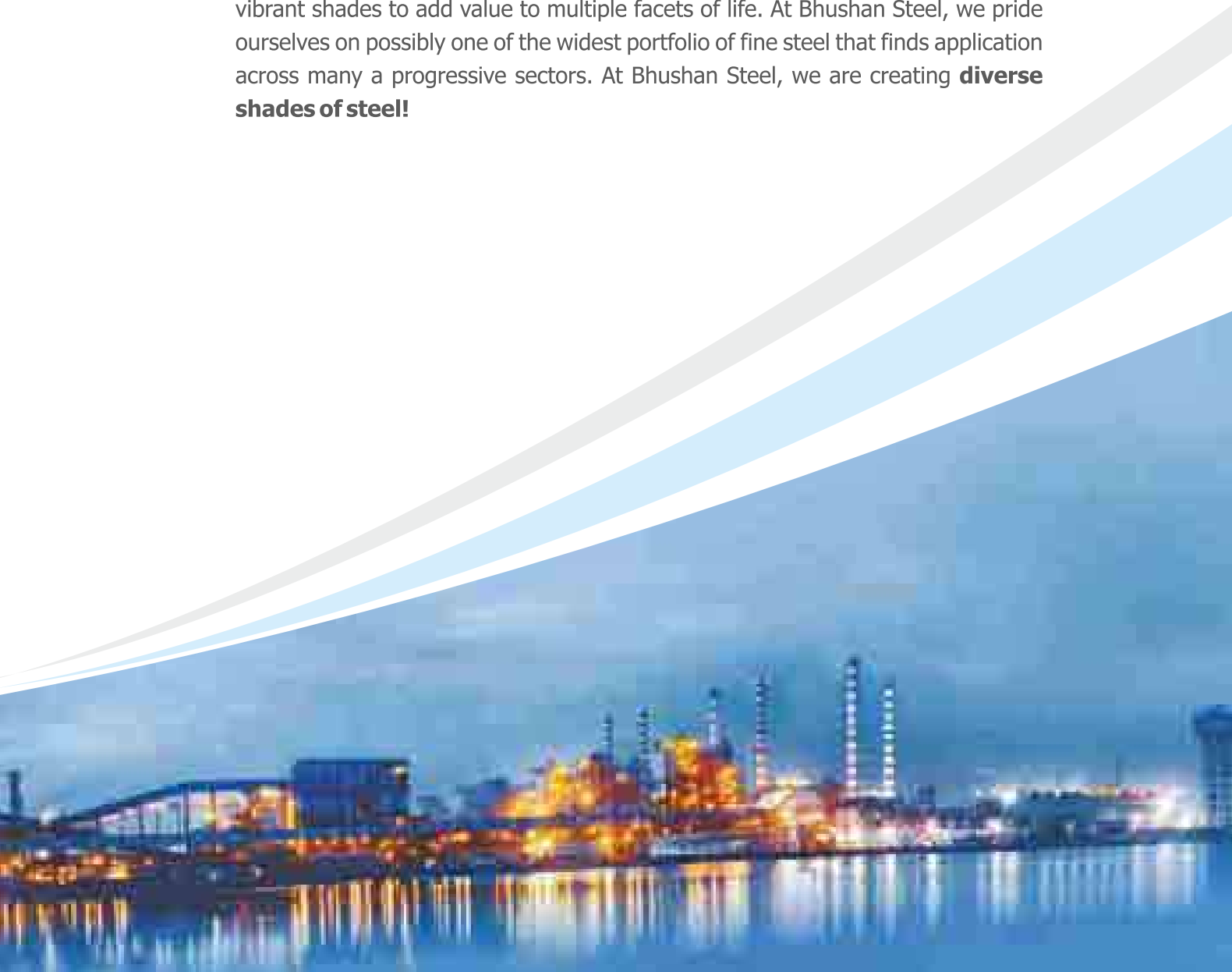
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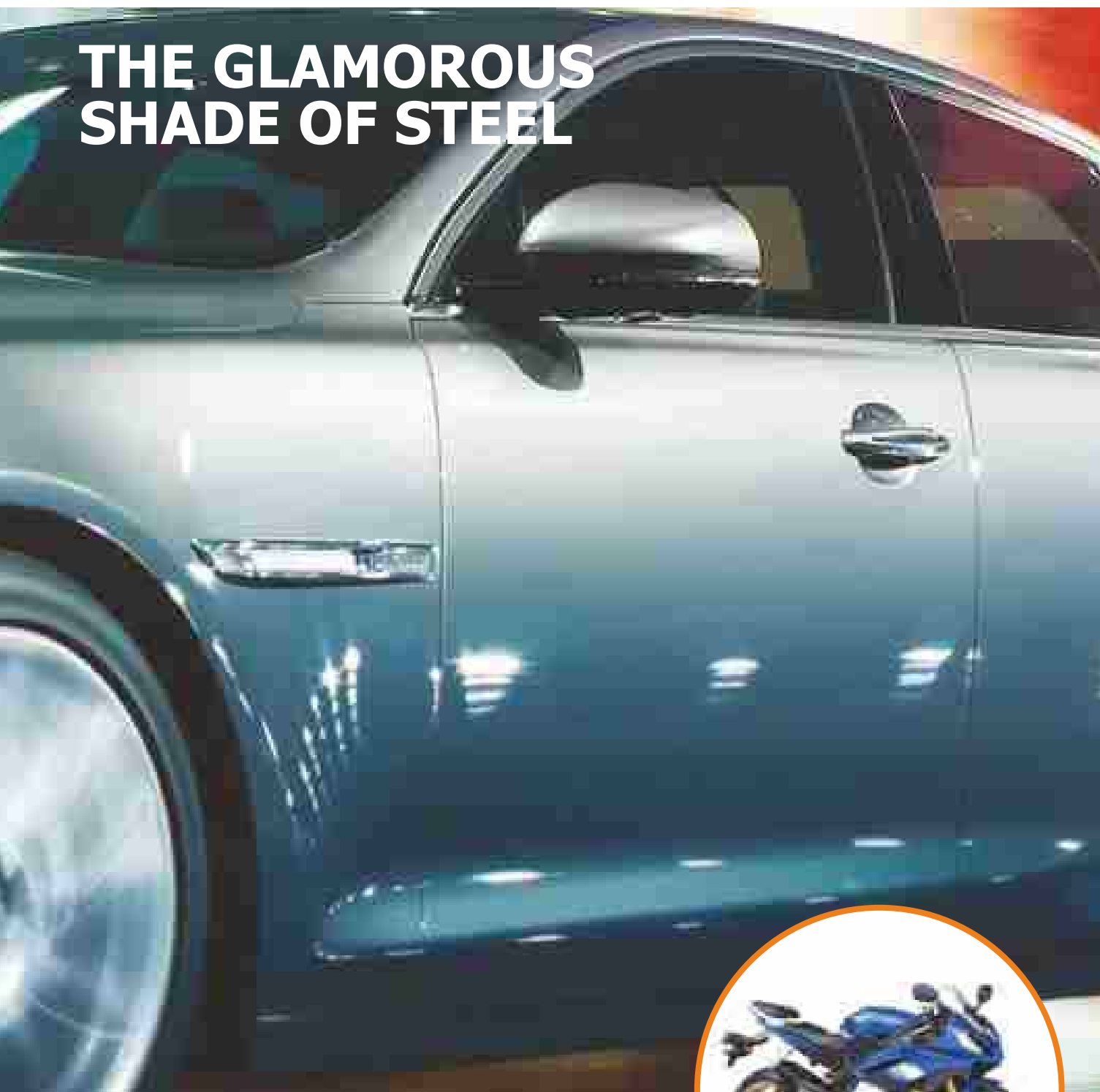
THE DIVERSE SHADES OF STEEL

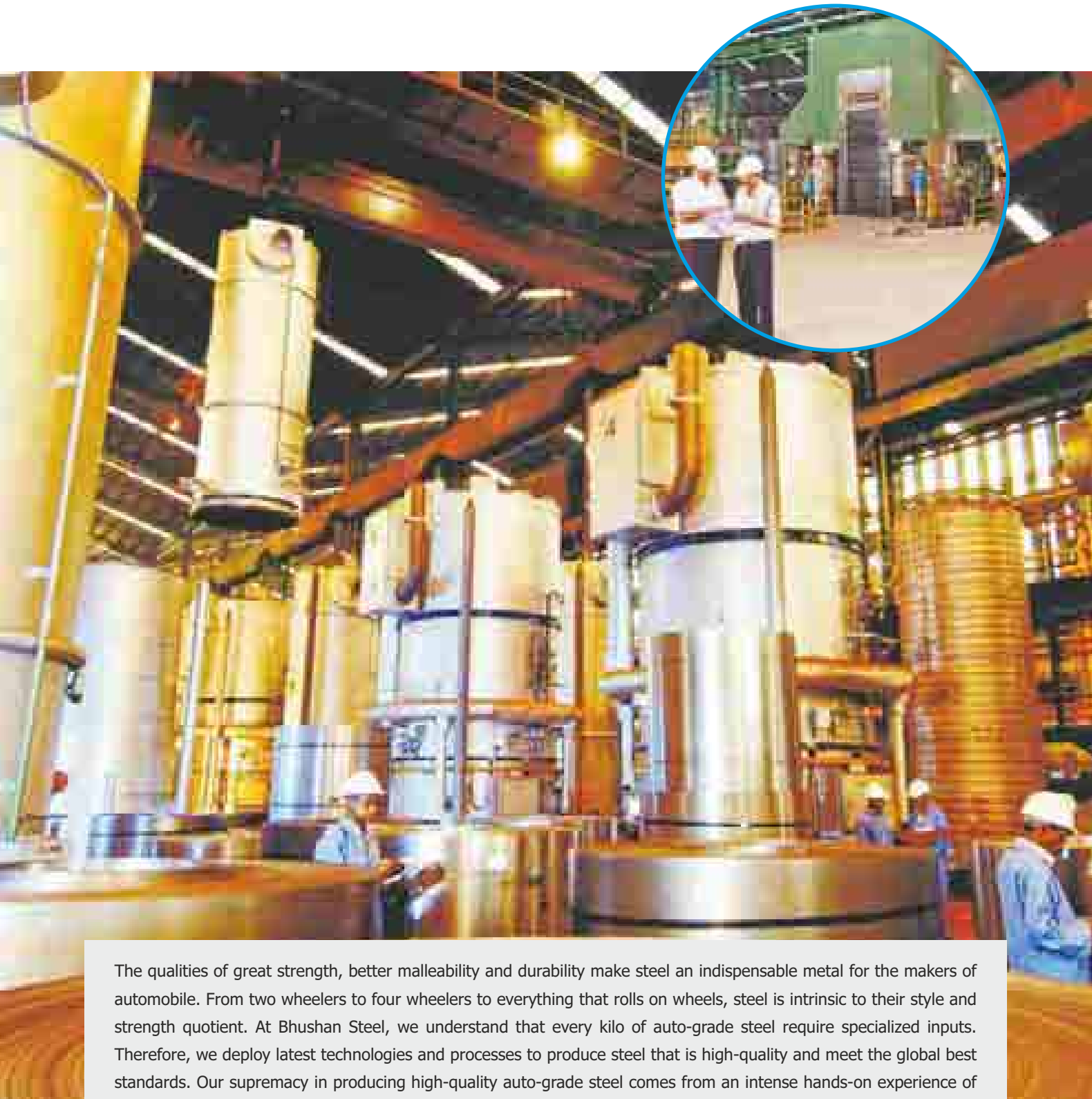
Steel, a barometer of socioeconomic growth, has a major influence in our lives. Being a vital ingredient of progressive living and society, it takes various forms to enhance life. Steel is the backbone of all large civic infrastructures such as roads, rail, ports, airports, schools, hospitals and modern marketplaces. Steel adds durability to household consumer durables such as refrigerators, washing machines, ovens and microwaves. Steel brings strength and style in automobiles such as cars, buses and metro coaches. Not surprising, steel surrounds and enables our lives 24x7.

As one of India's leading value-added high-quality steel maker, we understand its diverse characteristics. We leverage our expertise to give steel its most diverse and vibrant shades to add value to multiple facets of life. At Bhushan Steel, we pride ourselves on possibly one of the widest portfolio of fine steel that finds application across many a progressive sectors. At Bhushan Steel, we are creating **diverse shades of steel!**



THE GLAMOROUS SHADE OF STEEL

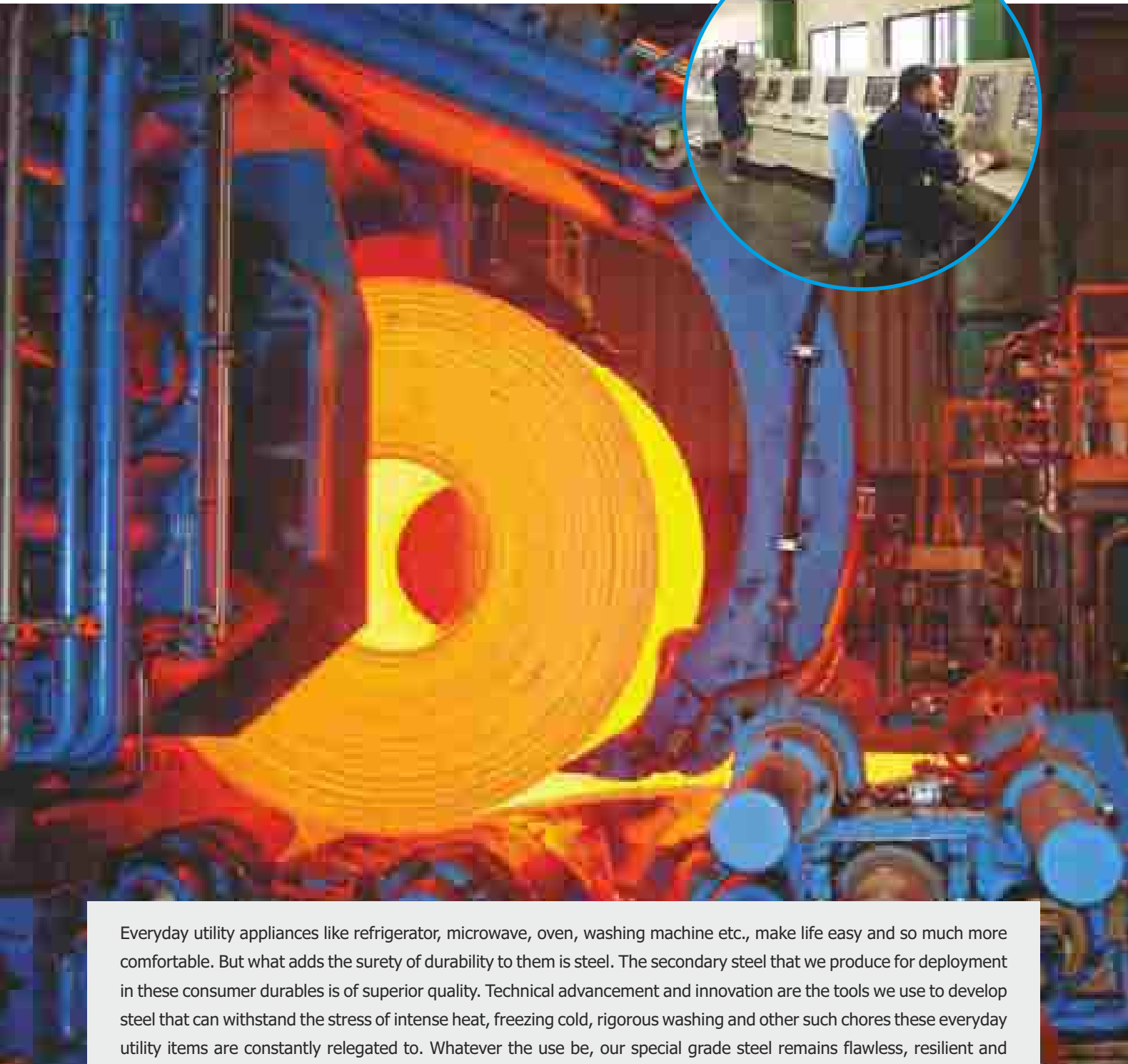




The qualities of great strength, better malleability and durability make steel an indispensable metal for the makers of automobile. From two wheelers to four wheelers to everything that rolls on wheels, steel is intrinsic to their style and strength quotient. At Bhushan Steel, we understand that every kilo of auto-grade steel requires specialized inputs. Therefore, we deploy latest technologies and processes to produce steel that is high-quality and meet the global best standards. Our supremacy in producing high-quality auto-grade steel comes from an intense hands-on experience of nearly two and a half decades coupled with close technical collaboration with some globally renowned technology partners. Producing nothing less than best quality steel, we have today become the supplier of choice for leading OEMs across the automobile industry. True, our steel is adding the shade of glamour to the cars, bikes and commercial vehicles of major automotive brands like Maruti Suzuki, Mahindra & Mahindra, Tata Motors and Ashok Leyland among others.

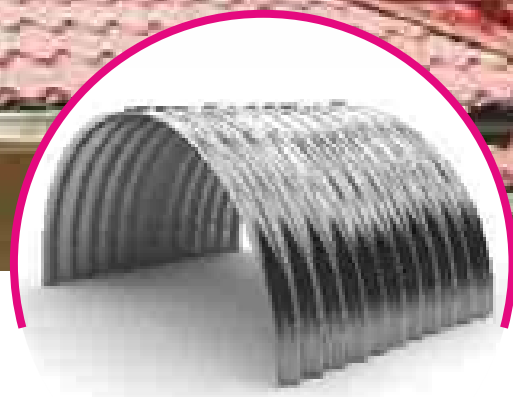
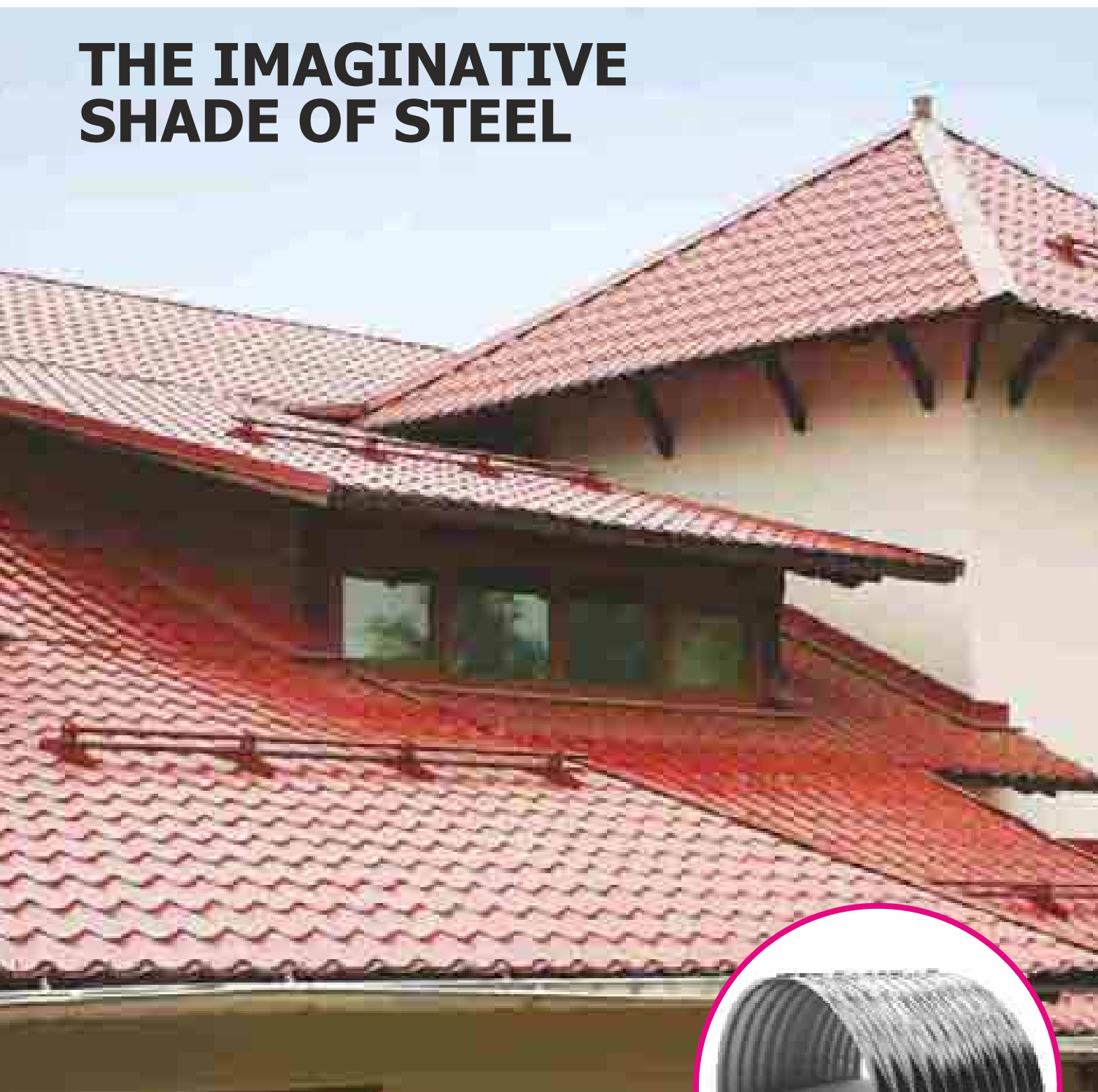
THE ELEGANT SHADE OF STEEL





Everyday utility appliances like refrigerator, microwave, oven, washing machine etc., make life easy and so much more comfortable. But what adds the surety of durability to them is steel. The secondary steel that we produce for deployment in these consumer durables is of superior quality. Technical advancement and innovation are the tools we use to develop steel that can withstand the stress of intense heat, freezing cold, rigorous washing and other such chores these everyday utility items are constantly relegated to. Whatever the use be, our special grade steel remains flawless, resilient and lasting. Our long-standing relationship with consumer goods giants like LG Electronics and Whirlpool is testament to our outstanding performance, experience, ability to provide customized solutions and moreover the superior & unsurpassed quality of our steel.

THE IMAGINATIVE SHADE OF STEEL





Owning a house of one's own is the ultimate dream of every individual. But what would make it last for generations is the use of quality steel products. At Bhushan Steel, we are committed to manufacture steel that is not only high in quality but can also stand the test of time. The high chromium content of our steel makes it resistant to corrosion. Meaning the years of wear and tear a house goes through, our roofing solutions will strongly face them and yet stand unbeatable in value, efficiency and economy. Our pre-coated steel, roofing sheets and galvanized coils have been used in many a housing, commercial and retail spaces across the country. The delighted customers and the superlative aesthetic appeal of the end products are often the result of the imagination we apply while developing our wide range of products for the infrastructure industry, which include colour coated sheets, galume, ERW pipes, wire rods, drawn tubes and tempered steel strips among others.

THE ROBUST SHADE OF STEEL

