



**AN ENVIRONMENT  
FRIENDLY ALLOY &  
SPECIAL STEEL PLANT**

[www.arorairon.com](http://www.arorairon.com)





A-State-Of-The-Art Alloy & Special Steel Plant based at Ludhiana, is North India's Largest Steel Plant with an installed capacity of **2,50,000 MT per annum**

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# Our Journey Began As A Rolling Mill In 2004 In A Small Way And Steel Melting Facilities Went On Stream In 2015

## ARORA STEEL (AISRM)

Driven by the passion of our promoters to be the best in business, we have made rapid strides to become the largest over the last 5 years. We have the distinction of being the only plant in north India with large Bloom casting facility (250x320 mm) which in turns gives the advantage of being able to offer widest size range to our esteemed customers (20-152mm).

Continual focus of Quality, Cost and delivery has earned us an excellent reputation among our customers in the Automotive, Engineering, Bearing, Railways, Defence, Agriculture Segments. Our ability to develop products as per the stringent quality requirements conforming to Global standards, gives us a distinct advantage over competition. **Our Lab is NABL accredited.**

Having crossed significant milestones, we had set for ourselves, we embarked on a modernisation cum technology upgradation project and successfully completed Phase I. This project was conceived to lead to Complete Customer Delight with installation of best of the manufacturing & testing facilities. We are moving into the Phase II now to upgrade further

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# VISION, MISSION & VALUES

Our core values reflect our company, our employees, and our customers. As a company, our core values are the heart of everything we do.

## VISION

To be a Globally bench-marked Alloy and Special Steel manufacturer by creating a competitive and sustainable Value Chain for all our stake-holders and ensure Customer Delight through Innovation and Digitalisation

## MISSION

“Our mission is to create Quality culture with Employees’ involvement & Motivation to develop unique product through Innovation & technology upgradation”

## VALUES

### RESPECT

Our culture recognizes that our people are important to our business and thus we treat each other with honor and dignity, while valuing individual and cultural differences.

### RELIABILITY

By being trustworthy and honoring our commitments, we build ‘interested parties’ trust towards ourselves and our company.

### LOYALTY

We respect and implement all principles in a complete and consistent manner. However, we also share our concerns and address them openly.

### RESPONSIBILITY

We act in a well-thought out manner, and are encouraged to make individual decisions, while being aware of their impact on all interested parties.

### FAITH

We go beyond what is material and tangible. Whether it is faith in God, moral principles, or a common mission and goals, faith unites us in focusing on future and long-term issues.

### INTEGRITY

We are honest and ethical in all our business dealings, starting with how we treat each other.

# MEET THE TEAM



**Mr. Amarjit Singh Chawla**  
Chairman



**Mr. Raminder Pal Singh**  
Managing Director



**Mr. Ekjot Singh Chawla**  
Director



**Mr. Kapil Sharma**  
Executive Director



# CERTIFICATIONS



IATF 16949 Certificate 2024



ISO 9001 2015



ISO 14001 2015  
EMS 680449



ISO 45001 2018  
OHS 680450



NABL 17025 2017



# METALLURGICAL LABORATORY



# MILESTONES

**2004**  
Incorporated  
as a Rolling Mill.

**2012**  
Project planning  
for Steel Plant

**2014**  
Construction of  
Steel Plant Started

**2016**  
Approval from  
TMT LGNA Group,  
TVS, Ashok Leyland,  
TataMotor

**2017**  
First Time 10000 Ton  
plus SMS production  
in Nov'17

**2018**  
First time 15,000 Ton plus SMS production  
in Mar'18

Awarded GOLD trophy in composite  
category of Alloys Steel

**2019**  
New project initiated  
Rolling Mill and  
Auto NDT lines

## TURNOVER

**1058 Cr.**  
FY.2018-19

**853 Cr.**  
FY.2019-20

**1001 Cr.**  
FY.2020-21

**1129 Cr.**  
FY.2021-22

**1701 Cr.**  
FY.2022-23

**2022**  
• Auto UT Installed  
• Approval from Railways,  
VECV, Eaton, John Deere  
Defence

**2021**  
18,000 ton production  
in March 2021

**2023**  
Comissioning of New  
Rolling Mill-Continuous  
HV Configuration

STEEL MAKING CAPACITY

**2,50,000 TONS**

(0.25 million tons per annum)

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# WHY US



## Diversified Product Basket

Alloy & Special grades in As cast, Rolled Bars, Heat Treated Bars, Brightbar conditions; Wide range of Sizes & Profiles.



## State of The Art

Manufacturing & Testing facilities and investing further on upgradations



## Ability to Develop

new alloy grades as per customer requirements meeting global standards.



## Consistent growth in volumes

& dynamic plans for future to be among the best Alloy steel plants in India



## Qualified, Trained and motivated workforce

and dynamic leadership from Visionary TCP management



## Proximity to major consumption clusters

Punjab, NCR, Rajasthan, Uttarakhand, Gujarat.



## Strong sales network

and prompt response to customers'queries.



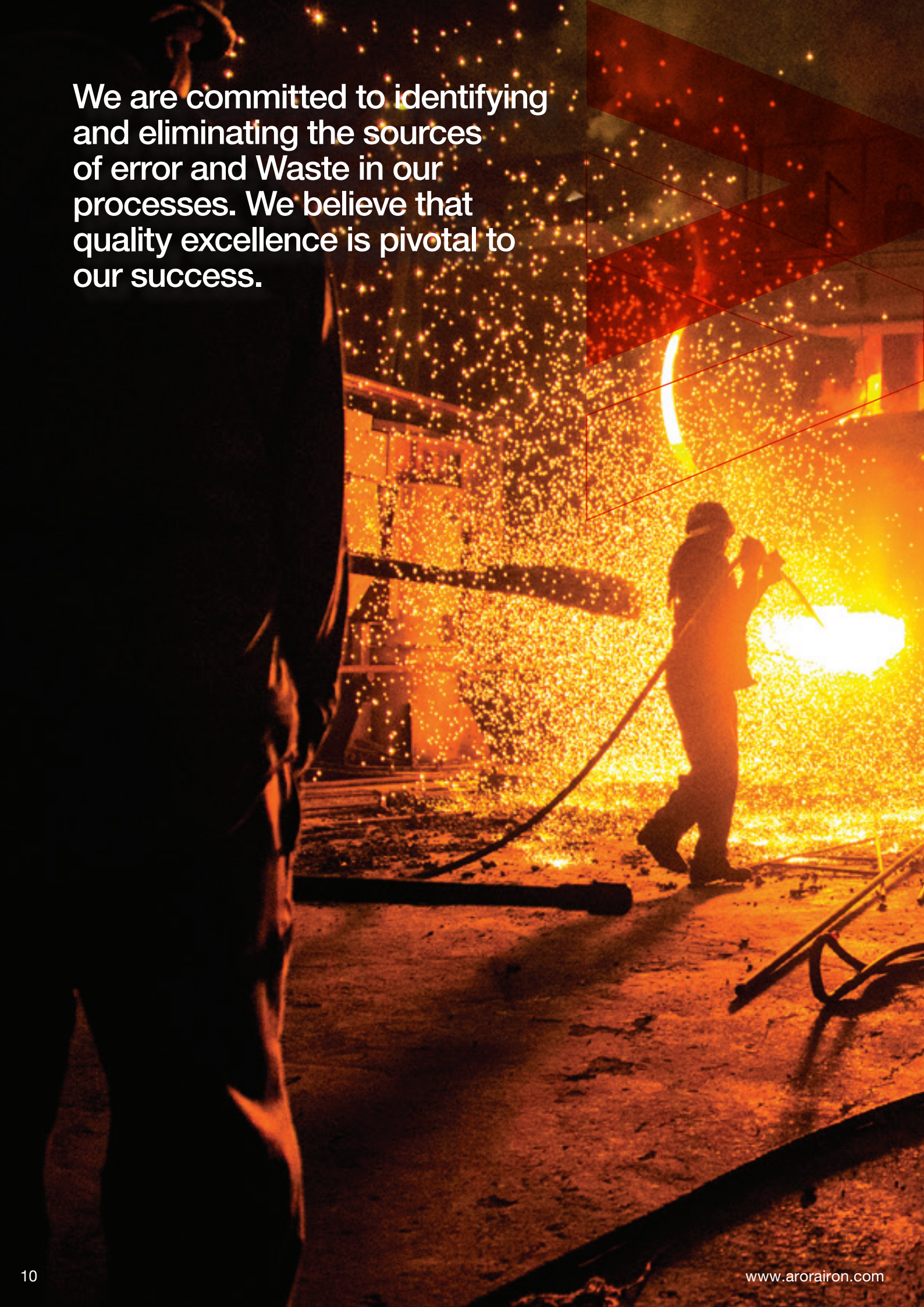
## Wide range of OEM approvals



## flexible approach

to accommodate customer's urgent requirements

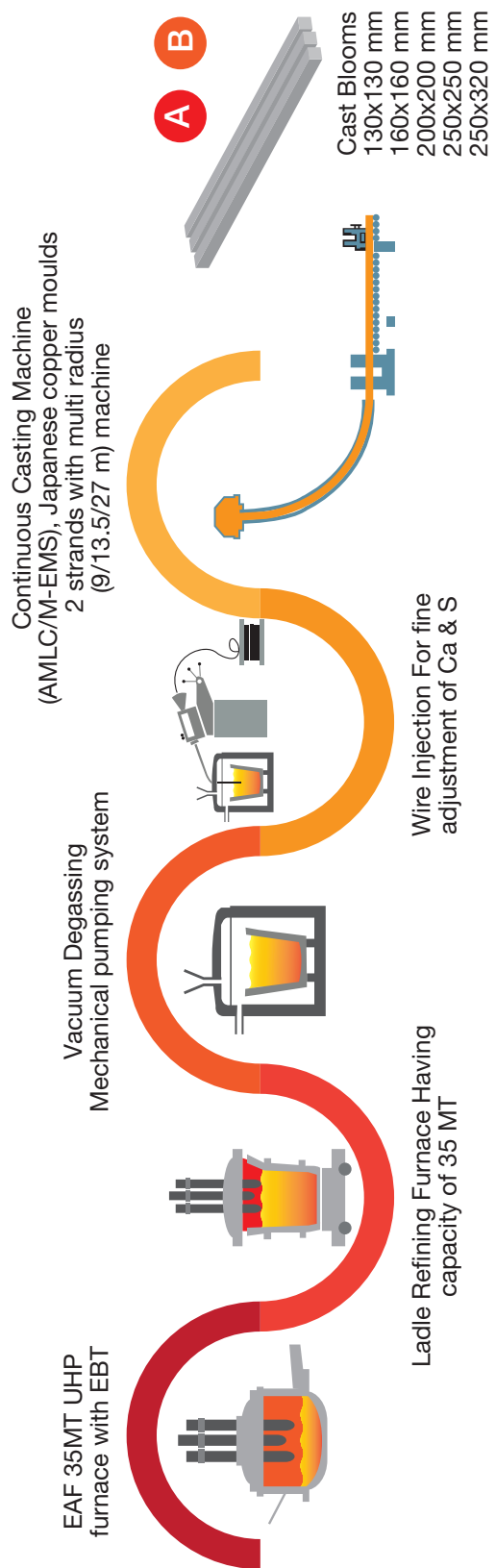
We are committed to identifying and eliminating the sources of error and Waste in our processes. We believe that quality excellence is pivotal to our success.



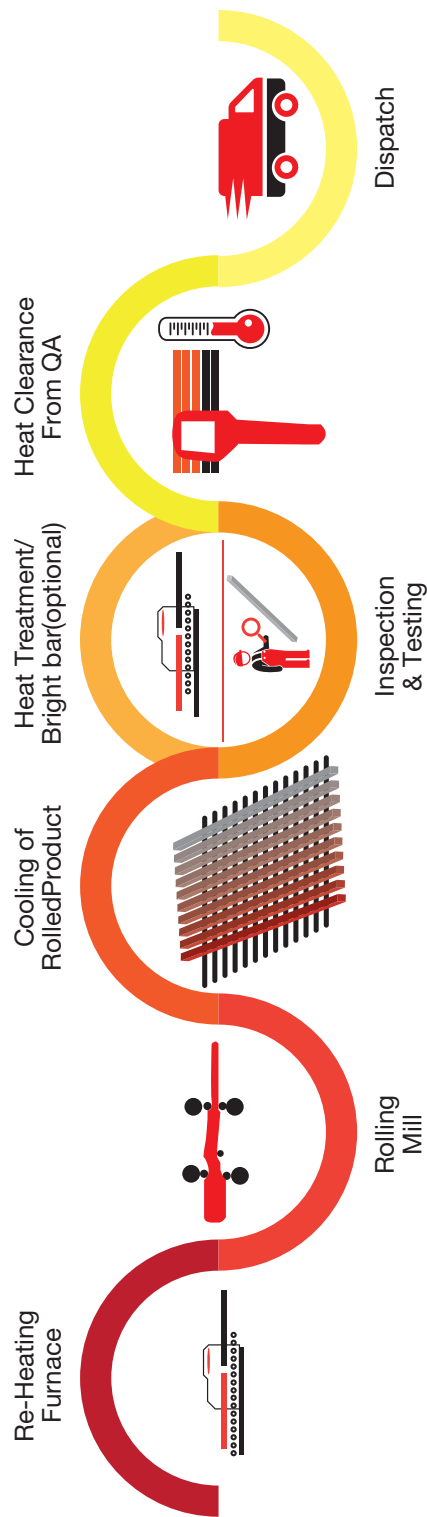


# THE PROCESS

## STEEL SCRAP TO BILLETS/BLOOMS PRODUCTION PROCESS



## Billets/Blooms to Hot Rolled Bar Production Process



# OUR FACILITY

## 35 Ton Ultra High Power ELECTRIC ARC FURNACE

- Automatic Ferro alloy feeding system
- 35 Ton Ultra High Power furnace with a 25 MVA transformer.
- Capable of continuous feeding of DRI, Lime & Coke.
- EBT for Slag Free lipping help us for production of clean steel T-T-T in EAF is less than 85min.

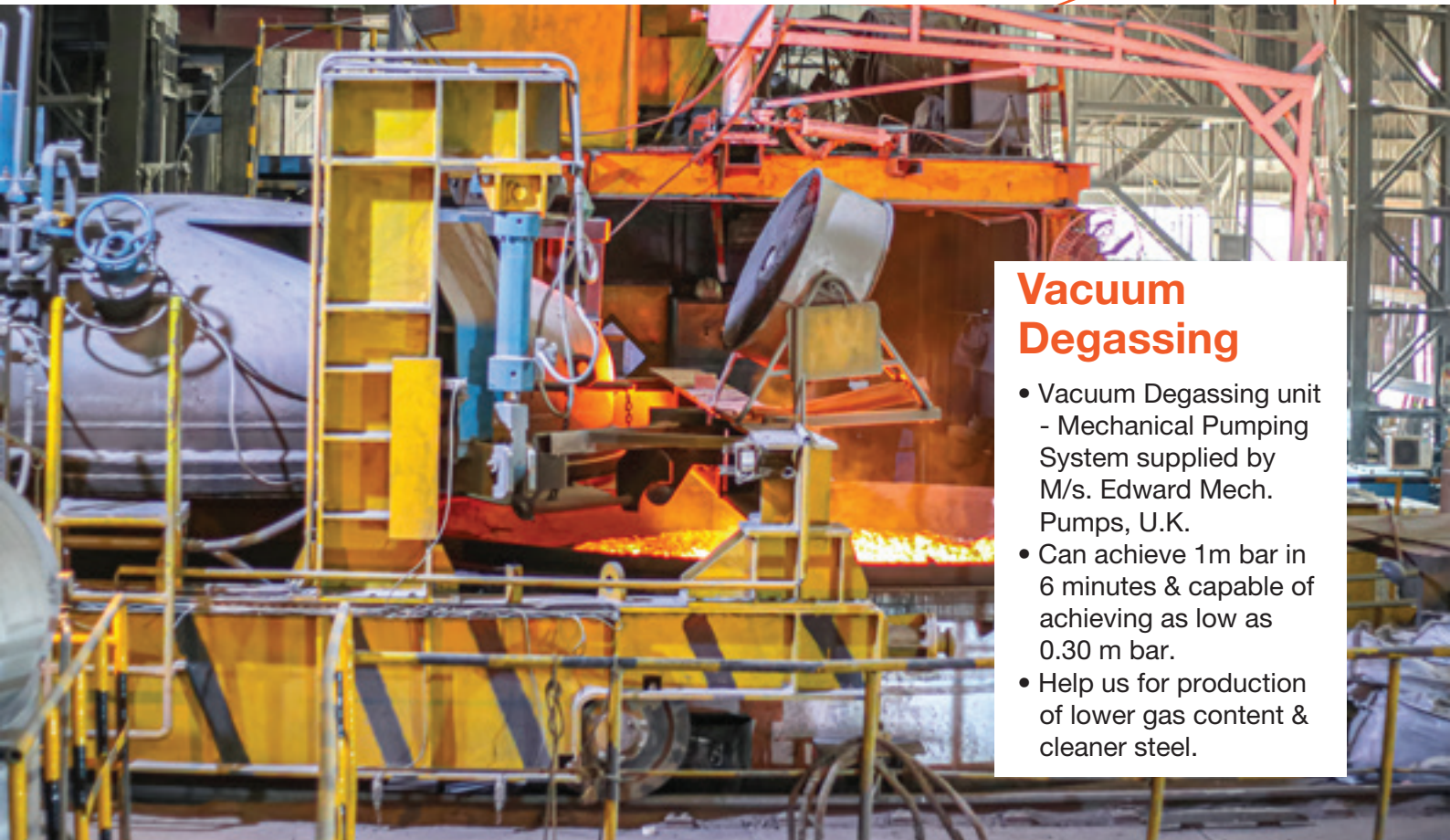


## 35 Ton Ladle Refining Furnance (LRF)

- Equipped with Automatic Ferro Alloy Feeding system







## Vacuum Degassing

- Vacuum Degassing unit - Mechanical Pumping System supplied by M/s. Edward Mech. Pumps, U.K.
- Can achieve 1m bar in 6 minutes & capable of achieving as low as 0.30 m bar.
- Help us for production of lower gas content & cleaner steel.



## Cored Wire Feeding

- Cored Wire feeding at VD station helps in fine adjustment of “Ca” and in modification of inclusions & “S” content control as per customer requirement.
- It also facilitates the deep injection of additives into the steel without excessive ingress of air/oxygen.



## 2 STRAND CONTINUOUS CASTING MACHINE (CCM)

Multi radius (9/13.5/27 m) machine



## CONTINUOUS CASTING MACHINE (CCM)

- Automatic Mould Level Control (AMLC) from SERT France & Berthold Germany.
- Moulds EMS supplied by ROTTELEC France.
- Most Robust EMS with provision to increase the current upto 800 amps (against 200 amps with other Steel Mills in North of India).
- Air Mist Spray Secondary Cooling system helps to improve internal soundness of castbloom
- Equipped with Hydraulic Oscillator for better quality



## CONTINUOUS CASTING MACHINE (CCM)

- Japanese Copper Moulds from Shinko Japan
- Rigid Dummy bar.
- Tundish Capacity 7.5T
- PLC controlled Casting (Cooling and Oscillation parameters) Auto cutting Torch.
- Pit Cooling-100t capacity for sensitive grades.





# ROLLING MILLS

New state of the art 12 stand Continuous HV mill with 2 stand 28" Roughing mill

1. Reheating furnace with automated combustion system
2. One Rake type & one turnover type cooling bed
3. Auto end cutting & Chamfering





# HEAT TREATMENT

Annealing Furnace  
1 X 30 MT | 2 X 20 MT



# STRAIGHTENING MACHINE



# BRIGHT BAR FACILITIES



**PEELING MACHINE**

Equipment	No. of units	Capacity
Bandsaw	02	Cutting dia 300 mm Max
Straightening	02	20 to 120mm
Peeling	02	20 to 120mm
Reeling	01	20 to 120mm
Centreless Grinding	02	20 to 120mm
Magnetic Particle Inspection	01	Up to 150 mm dia & 7000 mm long bar

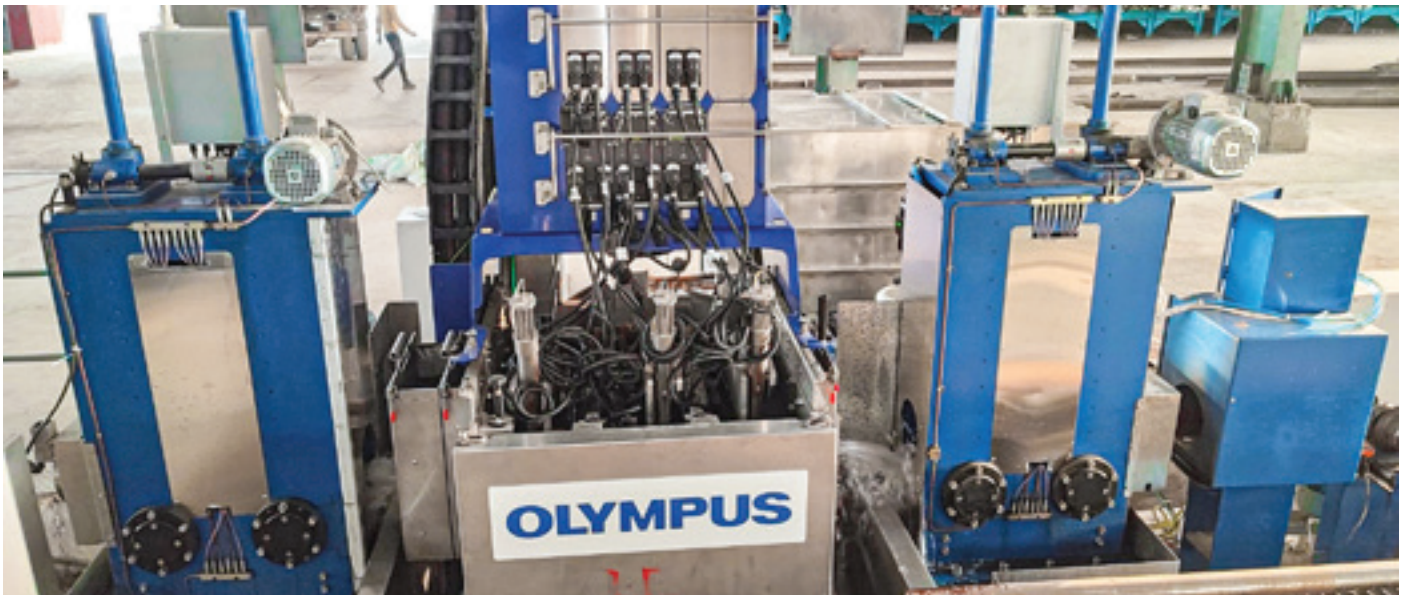
## Supply Conditions

- Peeled & Reeled Bars.
- Peeled & Ground Bars

## Quality

- h11 tolerances or better for peeled & Reeled bars.
- h10 tolerances or better for peeled & ground bars.
- Straightness < 1 mm per meter.
- 100% MPI tested.
- Surface defect - ZERO.
- Decarburization - ZERO.

# AUTO UT LINE - OLYMPUS (PHASED ARRAY)



Make	Olympus-Canada
Model	BIS-PA-T2
Serial Number (PA-Acquisition Model-QSLT32:256)	QSLT-200831, QSLT-200832, QSLT-200867
Technology	Phased Array
No's of Probes	6+6
Types of Probes	C65-06 No's (20 to 70 mmØ), C105-06 No's (65 to 120 mmØ)
System Type	Inspection Head
Inspection	Longitudinal Wave (LW) & Shear Wave (SW)
Size range	20 to 120 mm diameter
Maximum Inspection Speed	120 Metre/Minute
Acceptance Criteria	0.7 mm FBH & 0.5x10 mm SDH or better
Bar Condition	Machine Straightened
Minimum length of bar	2.4 Metre
No's of Calibration Bar	01 (65mmdia)





# MARKET SEGMENT







# PRODUCT MIX

- Plain Carbon Steels (Low Carbon, Medium Carbon, High Carbon)
- Case Hardening & Through Hardening Steels
- High Manganese Steels
- Chrome Steels
- Chrome Manganese Steels
- Chrome Moly Steels
- Chrome Nickel Moly Steels
- Chrome Nickel Steels
- Bearing Steels
- Spring Steels (Silico Manganese Chrome Vanadium)
- Free Cutting Steels
- Boron Steels
- Micro Alloyed Steels
- Anyother Customized Grades.





# PRODUCT PROFILE

Wide range of cast, rolled and bright bar products



## Cast Blooms

250mm X 320mm  
250mm X 250mm  
200mm X 200mm

## RCS

(Round Corner Square)  
42mm to 140mm



## Cast Billet

160mm x 160mm  
130mm x 130mm



## BRIGHT BARS

18mm to 118mm dia (upgradation  
in process upto 118mm)



## Rolled Bars

Rounds 15mm to 152mm



# BUSINESS ASSOCIATES (OEM APPROVALS)

We build enduring relationships by anticipating, understanding and fulfilling our customers' needs. We take great pride in exceeding our customers' expectations.



# BUSINESS ASSOCIATES (OEM APPROVAL - IN PROCESS)





# RECOGNITION



Awarded with Gold certificate and Gold trophy under composite category of Alloy steel products under EAF-RM route by Union Minister of Steel during the secondary steel award held on 13/09/2018.

# ARORA IRON & STEEL ROLLING MILLS PVT. LTD.

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