

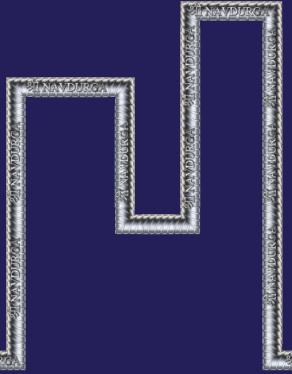
## श्री NAVDURGA

TMT STEEL

TOMORROW'S TECHNOLOGY TODAY

Your Resolve..
Our STEEL...





### **Vision:**

To enhance the lives of the stakeholders, by providing standard and quality products that are utilitarian, purposeful and stand the test of time, while ensuring that customer delight remains our prime focus at all times.

### **Mission:**

To endeavor to achieve the vision with determination, dedication and drive focusing on the quality, punctuality, discipline and human values as the core mantra in our pursuit to perfection.

### **Objectives:**

- 1.To provide products that match the customer's needs and expectations. Our endeavor would be to produce capital quality products and make them available at a reasonable and competitive price.
- 2. To manufacture products that are utilitarian, functional, durable, long-lasting, easily accessible and available at all times.
- 3. To develop and expand the customer base and market reach through effective marketing and promotional strategies.
- 4. To understand the customer needs, cater to their ever-growing demands, inform and create awareness on the changing market dynamics through effective communication with our consumers in order to earn customers' trust and thereby customer delight.
- 5. To establish a robust brand identity that is widely recognized. It would be achieved through better brand visibility and aggressive brand promotion. This would help in better brand recall in the minds of the consumers, which will ensure the steady growth of business in the long run.

# The three Guiding Principles

has set for itself, it needs to constantly innovate. That's has always been the driving force of SND group. Adaptability to the change that takes place constantly and growth is the sign of life and progress. SNDB continues to adapt, innovate and explore new vistas of opportunity. Success is not the goal, but a milestone that motivates the team to move forward with zeal and zest.

### **Trust**

Built over years of providing quality products, living upto customers' expectations and ensuring customers' delight

### **Commitment**

Deliver products that meet the customer's specific need; accepting challenges and stretching our capabilities that little extra to meet the ever growing market needs through adaptability.

### **Dedication**

Our dedicated and highly motivated team transforms our dream into a vision. Meeting customer's timelines by delivering products that pass through stringent quality tests every time has been the hallmark of Sri Navdurga TMT bars. Customers' delight is the only reward that inspires us to grow and progress continuously.

Creating Opportunities India is on the fast track of progress today. It is booming with investment and activity in infrastructure, industry and self-reliance is the mantra. Make in India is the focus, motivation and Goal. Realty and infrastructure development has seen a meteoric rise and the progress has been unprecedented. Sri Navdurga believes that in order to go beyond the standards it



### **The Origin**

An enterprising individual's dream transformed into a group's vision that has over the years of relentless and untiring hard work, dedicated and committed efforts; with patience and perseverance have borne fruits today. The seed of enterprise sown then, has today bloomed into a garden nurtured and nourished by the group's sweat, toil, foresight and single-minded focus.

Sri Navdurga group was formed in 1951, when a team of dynamic entrepreneurs decided to chalk their own destiny and created an opportunity and explored as they ventured on a long and adventurous journey. Equipped with skill and abundant enthusiasm, the founders of the group charted new courses and established the foundation of a corporate empire that has now evolved into one of the most successful group of companies in the country today. The group has ventured into many different avenues, spotting the opportunities and determined to emerge as the pioneer in the chosen field. The group's motto is to never be content and rest on its laurels. Excellence didn't come to the group by chance; it was the single-minded pursuit of perfection that resulted in its success.

Sri Navdurga Billets Pvt. Ltd., was originally incorporated in 2007. In February 2008, it set up induction furnaces unit that manufactures high-quality M.S. billets, at Moti Ghanpur in Mahabubnagar District.

The company also set up a steel re-rolling mill with a 2.5 Lakh Tonnes capacity per annum. The re-rolling mill is equipped with the best available technology to manufacture the high-grade steel for the construction sector.

# In Pace with The Technology

The main plant is equipped with the latest Thermex technology as well as a CNC machine by Sparkonix. Due to our advanced infrastructure, we can effectively control the cost of production. Our high-quality products surpass the prescribed national and even international standards.

This unit is designed to manufacture high quality TMT steel bars used in construction and infrastructure development. Our plant is spread over 24 acres of land with a constructed area of 1,50,000 sq. ft., and is well-equipped with a 460 mm Mill.

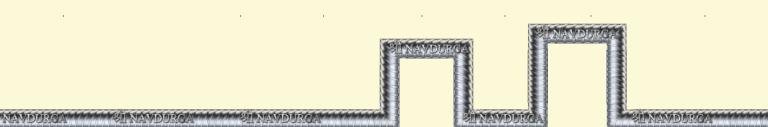




# Technical details & infrastructure

| Element-IS 1786 : 2008  |                  |       |       |       |  |                              |                           |                              |
|-------------------------|------------------|-------|-------|-------|--|------------------------------|---------------------------|------------------------------|
| Chemical<br>Composition | Indian Standards |       |       |       | Sri Navdurga 550 Thermex TMT Specification |                              |                           |                              |
|                         | Fe415            | Fe500 | Fe550 | Fe600 | NAVDURGA 500<br>TMT<br>Fe415               | NAVDURGA 500<br>TMT<br>Fe500 | NAVDURGA 500<br>TMT Fe550 | NAVDURGA<br>500 TMT<br>Fe600 |
| Carbon, Max             | 0.3              | 0.3   | 0.3   | 0.3   | 0.25                                       | 0.25                         | 0.25                      | 0.25                         |
| Sulphur, Max            | 0.06             | 0.055 | 0.055 | 0.055 | 0.045                                      | 0.040                        | 0.045                     | 0.040                        |
| Phosphorus,<br>Max      | 0.06             | 0.055 | 0.050 | 0.040 | 0.055                                      | 0.055                        | 0.050                     | 0.040                        |
| SR Max                  | 0.11             | 0.110 | 0.100 | 0.095 | 0.100                                      | 0.095                        | 0.095                     | 0.075                        |

| Weight Tolerance (BIS 1786 : 2008 |   |       |                           |       |   |       |  |  |
|-----------------------------------|---|-------|---------------------------|-------|---|-------|--|--|
| Size of Bar<br>(mm2)              | Cross-Sectional IS 1786<br>Area (mm2) Lower |       | IS 1786<br>Standard Upper |       | Sri Navdurga<br>550 Thermax TMT Specification |       |  |  |
| 8                                 | 50.3  | 0.367 | 0.395                     | 0.423 | 0.375   | 0.415 |  |  |
| 10                                | 78.6  | 0.574 | 0.617                     | 0.660 | 0.586   | 0.648 |  |  |
| 12                                | 113.1                                       | 0.844 | 0.888                     | 0.932 | 0.861   | 0.915 |  |  |
| 16                                | 201.2                                       | 1.501 | 1.580                     | 1.659 | 1.533   | 1.627 |  |  |
| 20                                | 314.3                                       | 2.396 | 2.470                     | 2.544 | 2.396   | 2.544 |  |  |
| 25                                | 491.1                                       | 3.735 | 3.850                     | 3.966 | 3.375   | 3.966 |  |  |
| 28                                | 616.0                                       | 4.685 | 4.830                     | 4.975 | 4.733   | 4.927 |  |  |
| 32                                | 804.6                                       | 6.121 | 6.310                     | 6.499 | 6.184   | 6.436 |  |  |

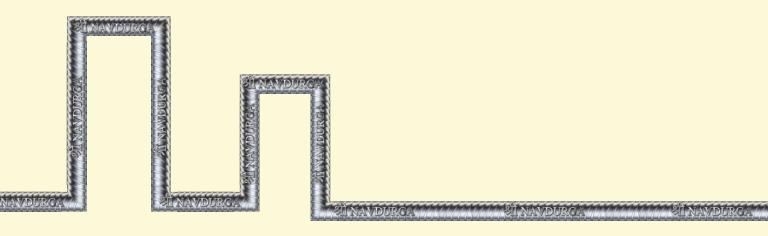


# Mechanical properties

| Elements-IS 1786:2008                        |                  |       |       |  |                              |                              |  |
|--|------------------|-------|-------|--|------------------------------|------------------------------|--|
|  | Indian Standards |       |       | Sri Navdurga 550 Thermex TMT Specification |                              |                              |  |
|  | Fe415            | Fe500 | Fe550 | NAVDURGA 500<br>TMT<br>Fe415               | NAVDURGA<br>500 TMT<br>Fe500 | NAVDURGA<br>500 TMT<br>Fe550 |  |
| Yield Strength,<br>Min (N/mm2)               | 415              | 500   | 550   | 450  | 530                          | 580                          |  |
| Ultimate Tensile<br>Strength, Min<br>(N/mm2) | 485              | 545   | 585   | 530  | 570                          | 610                          |  |
| Elongation, Min                              | 14.5             | 12    | 10    | 18-22                                      | 15-21                        | 12-18                        |  |

| Nominal Size mm Mandral Diameter For Different Grades (IS 1786 : 2008) |                  |       |       |  |                              |                           |  |
|--|------------------|-------|-------|--|------------------------------|---------------------------|--|
| Bend<br>Properties   | Indian Standards |       |       | Sri Navdurga 550 Thermex TMT Specification |                              |                           |  |
|  | Fe415            | Fe500 | Fe550 | NAVDURGA 500<br>TMT<br>Fe415               | NAVDURGA 500<br>TMT<br>Fe500 | NAVDURGA 500 TMT<br>Fe550 |  |
| Upto & including 20  | 3d               | 4d    | 5d    | 3d   | 3d                           | 3d                        |  |
| Over 20  | 4d               | 5d    | 6d    | 3d   | 4d                           | 5d                        |  |

Whered is the nominal Size in mm of the test piece.



# QAP-inspection & testing plan

| Area       | SI.<br>No. | Quality Attribute          | Inspection<br>Procedure  | Frequency              | Remarks  |  |  |
|------------|------------|----------------------------|--|------------------------|--|--|--|
| Bidar Yard | 1          | Traceability &<br>Stocking | Cast Identity:TC<br>visa-vls the Billet<br>(physically)  | Random five<br>Billets | Billets with deviation to be segregated & recorded. Small billets cut as per required lengths to be identified with cast number and stacked cast wise. |  |  |
| Furnace    | 1.1        | Billet Condition           | Surface: Gross<br>defects like<br>double pour, dep<br>slag patch,<br>Pinholes, Slag<br>patch, Cracks<br>etc. | Do                     | Data to be kept as quality record  |  |  |
|            | 2          | Billet Charging            | Cast-wise  | Every billet           | Accountability of billets must be available,<br>Segregated billets with deviation to be charged<br>& rolled as a 'Lot' as Instructed by customer.      |  |  |
|            | 2.1        | Furnace<br>temperature     | Check against<br>the standard<br>Soaking Temp<br>(Target 1225<br>+/25°C)                                     | Hourly                 | Data to be maintained as a quality record effort to be made to maintain lowest constant temp for satisfactory rolling.                                 |  |  |
|            | 2.2        | Excess Oxygen              | Aim-2.5%   | Twice/shift            | Data to be kept as a quality record  |  |  |

| Area               | SI.<br>No. | Quality Attribute                                | Inspection Procedure  | Frequency              | Remarks   |
|--------------------|------------|--|---|------------------------|---|
| Rolling            | 3          | Cobbles  | Number/shift  | Date and shift<br>wise | Cause-wise analysis for corrective action & then Process Control. |
| Water<br>Quenching | 4          | Entry and exit temperature                       | As per Thermax<br>Specification   | Hourly                 | Data to be kept as quality record                                 |
| Cooling Bed        | 5          | Movement of bars                                 | To achieve Uniformity in cooling  | Hourly                 | Do  |
|                    | 5.1        | Sampling (Regular<br>and for<br>standardization) | Sample should be 1.0<br>Meter in length for<br>carrying out all Relevant<br>tests | -                      | Straightness (3mm/M) of bars<br>needs to be ensured               |

| Area                         | SI.<br>No. | Quality<br>Attribute | Inspection Procedure  | Frequency   | Remarks   |
|------------------------------|------------|----------------------|---|---|---|
| Inspection<br>and<br>testing | 6          | Surface              | Rolling defect viz. Lap,<br>fin, Rough Surface,<br>Shearing, Rib washout &<br>guide mark etc. | Continuous  | In case of defect, Source need to be Identified & corrective action to be taken & this should be a Quality Record.  |
|                              | 6.1        | Bar & Ribs           | Appearance, thickness & width, Wt/Meter, Ar-Value, Clarity of Branding & Bar Diameter.        | Based on<br>regular BIS (ISI<br>1786:2008)            | To confirm ISI 1786:2008 Requirements. Attempt should be made to roll 100% bars in lighter side (between dead wt & 3% light) & this should be a Quality Record.                                     |
|                              | 6.2        | Mechanical           | Tensile, Bend / Rebend*.  | ISI 1786:2008<br>SOT                                  | YS>530Mpa to <580Mpa & El:18.0% For<br>Fet500D/SD Min. And 520 to 560 Mpa & El 20.0%<br>Min for MA & this should be a Quality Record.   |
|                              | 6.3        | Micro-<br>Structure  | Rim Pattern for TMT   | Based on<br>regular BIS<br>samples.<br>(ISI1786:2008) | Fe 500D/SD: Highly eccentric (Thin/Thick ratio <0.5), Horse-shoe & very thin Rim (<0.5mm thick) is not acceptable. MA Rebar: absence of Tempered Martensitic ring. This should be a Quality Record. |

# Steadfastness, Durability and Tenacity are the Hallmark Of SNDB TMT bars!













### **German Thermex Technology**

Sri Navdurga Billets produces Thermo mechanically treated reinforced bars using the latest German Thermex Technology. The entire process of melting the iron and rolling the TMT bars in the rolling mills is fully automated and monitored by a team comprising metallurgists, engineers, foreman and experienced operators.

### Testimonials



"We have been the dealers for Sri Navdurga TMT bars for over a decade now. The fact that we have had repeat customers for this brand is a proof of the high quality TMT bars that SNDB produces. I am completely satisfied with their supply, service and quality of their products."

Vishesh Steel, Bahadurpura



"In the last decade, we have completed three major ventures. We have constructed more than 1500 high-rise multi dwelling units that has garnered customers' appreciation and satisfaction. We have over the years built a strong relation with Sri Navdurga Billets pvt.ltd., who have unfailingly supplied high quality TMT bars of different grades that have helped us build strong structures. We wish them the very best."

Modi builders



"The price variation is marginal the quality matches the best in the industry, prompt delivery. So, what makes Sri Navdurga TMT bars the most preferred choice? It is their customised supply that makes them stand apart. Thank you Sri Navdurga."

**Apurupa constructions** 



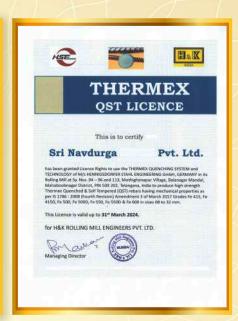
"The challenge was to offer quality construction at affordable price to our segment of customers. We could not have achieved this, without the material support from our vendors. Sri Navdurga provided us with TMT bars of global standards at an affordable price. We created history."

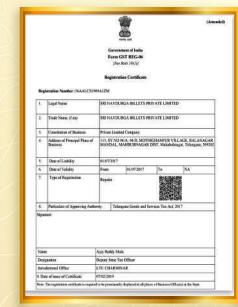
Janapriya Properties Pvt. Ltd.

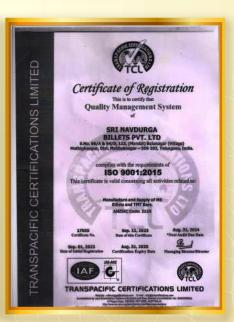
## Certifications

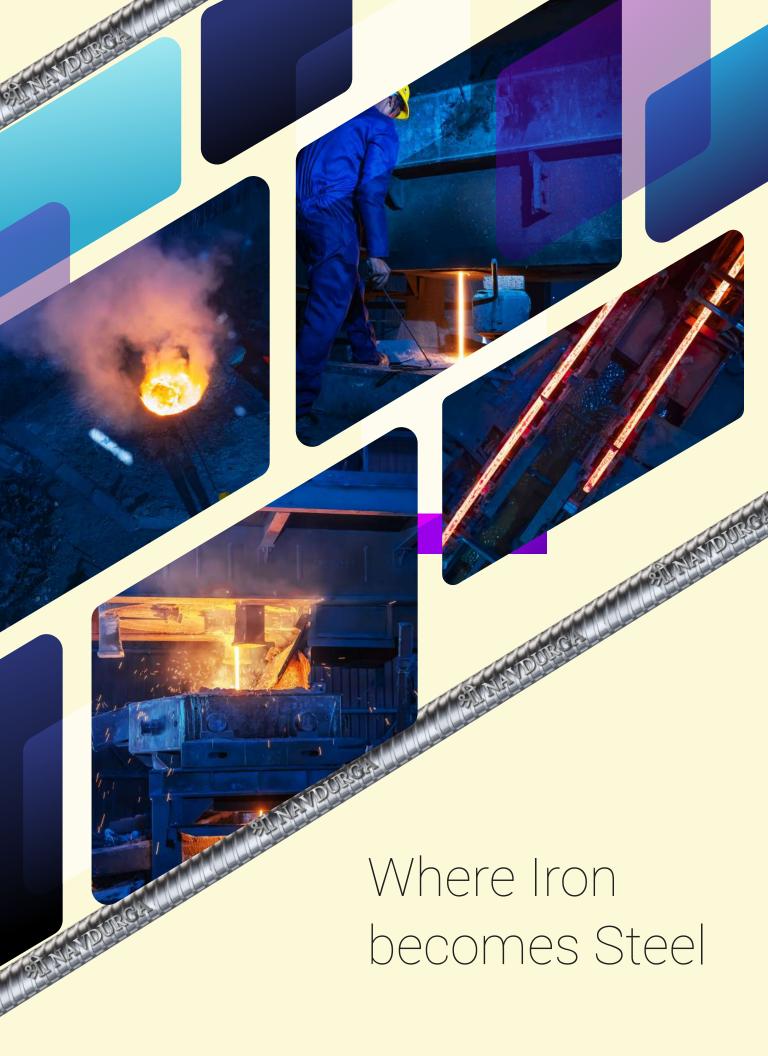
















TOMORROW'S TECHNOLOGY TODAY

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