



From the Director's Desk

Madhav KRG Group has an in depth insight into delivering and executing top of the line Quality. Our core ideologies and principles are nested on a thought process of providing exceptional product standards. Be it technology, be it network or be it customer orientation, our brand **JYOTI** has proven itself in all aspects. After touching new pinnacles of success in TMT Steel with **JYOTI Tempcore Rebars**, recently we have forayed into the arena of **ERW PIPES & TUBES**, christening our brand in this segment as **JYOTI HRC 100**. Certainly when it comes to adopting global standards and creating world class products, Madhav KRG Group always goes a step further. This has been acclaimed by our 20 years old legacy of eminence.

Vision

Enabling Infrastructure,
accelerating Growth.

Our Moto

Spreading the Joy of
Giving.

Quality Policy

Continuously striving to
exceed customer
expectations through
technological Upgradations
by involving competent
people and effective Quality
Management System.

Mission

Innovation & Technology:

By setting new benchmarks in
current Status quo of Industry in
respective category.

Core Values

Integrity:

Steering business fairly with
honesty and transparency.

Excellence:

Consistently strive to achieve the
optimum potential and productivity
in all over operations.

Patriotism:

Generate economic value for the
nation and ensure compliance with
law of the land.

Empowerment:

Empowering by making our
individuals responsible.

Humility:

Respect and value people to sustain
human dignity.

Unity:

Building Cohesive & Strong relations
by encouraging open and
transparent communication within
the company.

The Brand, The Promise – JYOTI

Over the years our Brand **JYOTI** has witnessed tremendous exponential Changes. Each change with just one objective to further better the Quality. We are a Quality enabled organisation and thereby focus has always been on further enhancement of the Quality. Delivering the promises to the customers & Channel Partners has always been our tradition. Today our flagship Brand **JYOTI** stands tall only because of the reason that our Trust is visible and we fully deliver what is expected from us. This is certainly a matter of pride for us.

JYOTI HRC 100 ERW Pipes & Tubes - The Product

JYOTI HRC 100 ERW Pipes & Tubes are manufactured by using **ONLY HOT ROLLED COILS**. This gives a leading edge to our product over ordinary Patra Pipes available extensively.

- ✓ Certified duly by Bureau of Indian Standards (ISI)
 - World class infrastructure exists in our state of the art plant, which boasts of a massive **2 Lac Tonnes annual production** capacity with **100% PRODUCTION BY HOT ROLLED COILS**.
 - Pipes manufacturing Technology has been enabled by world acclaimed **SEUTHE, Germany**.
 - First in the Industry to implement Electric Welding Technology at our Plant, which comes from **THERMATOOL USA**.
 - Cutting perfection achieved by **Saw Cutting Machine from ERW Tech, Turkey**.
- ✓ With a large production capacity meeting and delivering demand & supply expectations is done with ease.
- ✓ Presence of an In-house Research & Testing facility ensures each **JYOTI HRC 100** Product confers to stringent Quality norms.



Comparison Between HR Strip & Patra

TOPIC	PATRA	HR Coil
Manufacturing process	Patra rolled by ORDINARY mill.	HR Strip Rolled by Tandem Mill 'HSM'. In HSM there are additional facilities available for improving Quality of HR strip, microstructure etc.
Raw Material 'Quality'	Manufacturing from Ingot or Commercial Grade MATERIALS.	Manufacturing from Slabs, Blooms & Billets which are manufactured by Iron Ore.
Chemical Composition	There is no control on the chemical composition due to mixing of variety of low grade materials.	Homogeneous Chemical Composition.
Surface Finish	Rough Surface which lowers the finished product quality.	Enhanced surface finish ensuring high quality.
Thickness Consistency & width variation	Lot of variation due to manual setting.	No variation due to HAGC system, and better HSM Technology.
Length	No provision for coiling of strip & therefore Patra is rolled with length of approximate 30 meter	Due to superior technology of HSM, Maximum length can be derived.
Physical Properties	Physical Properties are not matched with the applications, because of non-homogenous nature of chemical compositions & poor manufacturing process.	Because of high technological steel making route, complete range of applications are covered.

Behind the scenes - Our Competent team

- Backed by seasoned experts in the field of Production, Research, Quality and Marketing, Jyoti HRC 100 is constantly infused with new quotient of performance.
- Serving the customer for the best outcome and cementing relationships form the foundation of our Team.

Delivering expectation since 2001 and still towering higher

Madhav KRG Group began it's journey in 2001 and since then we have not looked back. Working in harmony and tandem for widening the scope of our progress, our brand **JYOTI** has grown in a multi dimensional manner. With each passing year, we learned more and fulfilled more dreams. Today we are still at a junction where the cross roads lead to better ways of garnering knowledge and performance. The future is amongst us and we just have to realise the same.

