

## Questionnaire:

### **1. Please share how you forayed in your respective domain**

**ELECTROSTEEL CASTINGS LIMITED (ECL)** is almost a Seven-decade-old company engaged in Water Infrastructure Business and is the largest manufacturer of Ductile Iron (DI) Pipes in the Indian sub-continent, having a production capacity of more than 8,00,000 TPA. Electrosteel is the pioneer to set up a Ductile Iron Spun Pipe Plant in India for the first time in 1994 using state of the art technology and is amongst the top three brands of DI pipes and fittings in the world.

### **2. How has it evolved over the years?**

Over the years it has evolved from a mid-sized foundry to a multinational conglomerate. It has a strong brand presence around the globe. It caters to a large customer base spread around the Indian subcontinent, Europe, North and South America, Africa, Middle East and South East Asia. A widespread marketing network spanning over 110 countries, supported by dedicated professionals, helps to deliver the product to the doorstep of the customers.

### **3. Coming to technology, what are the latest technological advances that have happened in your domain?**

Electrosteel has maintained its technological leadership by continual product innovation and technical upgradation. It has continuously thrived to add various product variety, new type of pipe joints, innovative accessories, newer lining and coating solution etc. One example is Electrolock joint which is a boltless restrained joint that can eliminate the need for concrete thrust block during pipe laying.

### **4. How do you incorporate the same in your line of work?**

A dedicated research and development wing having a group of Engineers from various faculties, work all around the year for bringing in innovation, new product development and also implementing the same at the workshop level. On the sales and marketing side we continuously associate with our customers in terms project formulation, hydraulic design and project implementation. All the technological advancement made so far by Electrosteel are largely built on indigenous capability in line with the declared agenda of “ Atmanirvar Bharat”.

### **5. What are some of the challenges that you have to deal with?**

The biggest challenge is to keep up our market leadership and technological upgradation on the face growing competition in the domestic and global market. Another big challenge is to remain ahead of the others in terms of ESG parameters (Environment, sustainability and Governance).

## **6. How do you handle them?**

As Electrosteel exports its product as per the international bench-mark, it is necessary to keep abreast with the latest global development and international trend. It is also necessary to remain above the others, particularly on the technology part as well as aligning the organisation to make the operation more streamlined and sustainable.

## **7. What policy support have you received from the government?**

The ever-growing demand for safe water supply and disposal is fuelling an increasing demand for pipes and fittings. Government of India is doing everything to bridge the gap between the supply and demand for water. Rapidly increasing urbanization across emerging regions has been responsible for the hike in the demand for water infrastructure.

Under the 'Jal Jeevan Mission', India has undertaken a very ambitious initiative to provide tap water to every rural household. The Government is already geared up for major expansion in water supply and distribution infrastructure in all the states and the government is to spend Rs 3.6 lakh crore by 2024 to provide tap water connections to every household.

For Urban water supply, AMRUT 2.0 is to cover the uncovered areas in the urban conglomeration. Main aim is to make 500 identified AMRUT cities 'water secure' i.e. providing water connection to all house hold. It will also include 4,378 statutory small towns. AMRUT 2.0 scheme, has been launched on 01 October, 2021 for the period of 05 years i.e. from the year 2021-22 to 2025-26. The total outlay of AMRUT 2.0 is **₹2,97,000 crores**.

In the recently concluded G20 meet, the world leaders met in New Delhi on 9-10 September 2023, under the theme 'Vasudhaiva Kutumbakam' which means "We are One Earth, One Family, and we share One Future." In line with the G20 declaration, Electrosteel is committed to pursue development models that is sustainable, and inclusive, while thriving to contribute towards "carrying safe drinking water for all".

## **8. How do you manage to stay on top of your business?**

In view of the intense competition, both on the domestic and export market, it now imperative to remain on your toes both on technical and commercial matters. With more focus on backward integration with focus on the environment around us, cost reduction, exploring alternative markets, overcoming logistic constraints and long-term planning for raw materials, we are confident of maintaining sustained growth. We are also at a defining moment in history where the decisions we make now will determine the future of our people and our planet. We are fervently committed towards sustainable growth and Green development and already initiated a number of measures to reduce our carbon footprint considerably and will enhance our sustainability credentials.

## **9. What are your expansion plans?**

We are continuously striving to expand our operation. We have recently added more pipe making capacity both in our Khardah and Srikalahasthi plant. We are also adding capacities in our fitting and flange pipe units.

**10. Where do you see yourself a few years down the line?**

We are already the largest manufacturer and the largest exporters of DI pipes and fitting in India, as well as one of the top 3 most popular brands in the World. We intend to keep on adding capacity wherever necessary and maintain our leading position.