

JAI BALAJI INDUSTRIES LIMITED

Ferro Chrome

Ferro Manganese

Silico Manganese

5, Bentinck Street, Kolkata – 700 001, India
www.jaibalajigroup.com

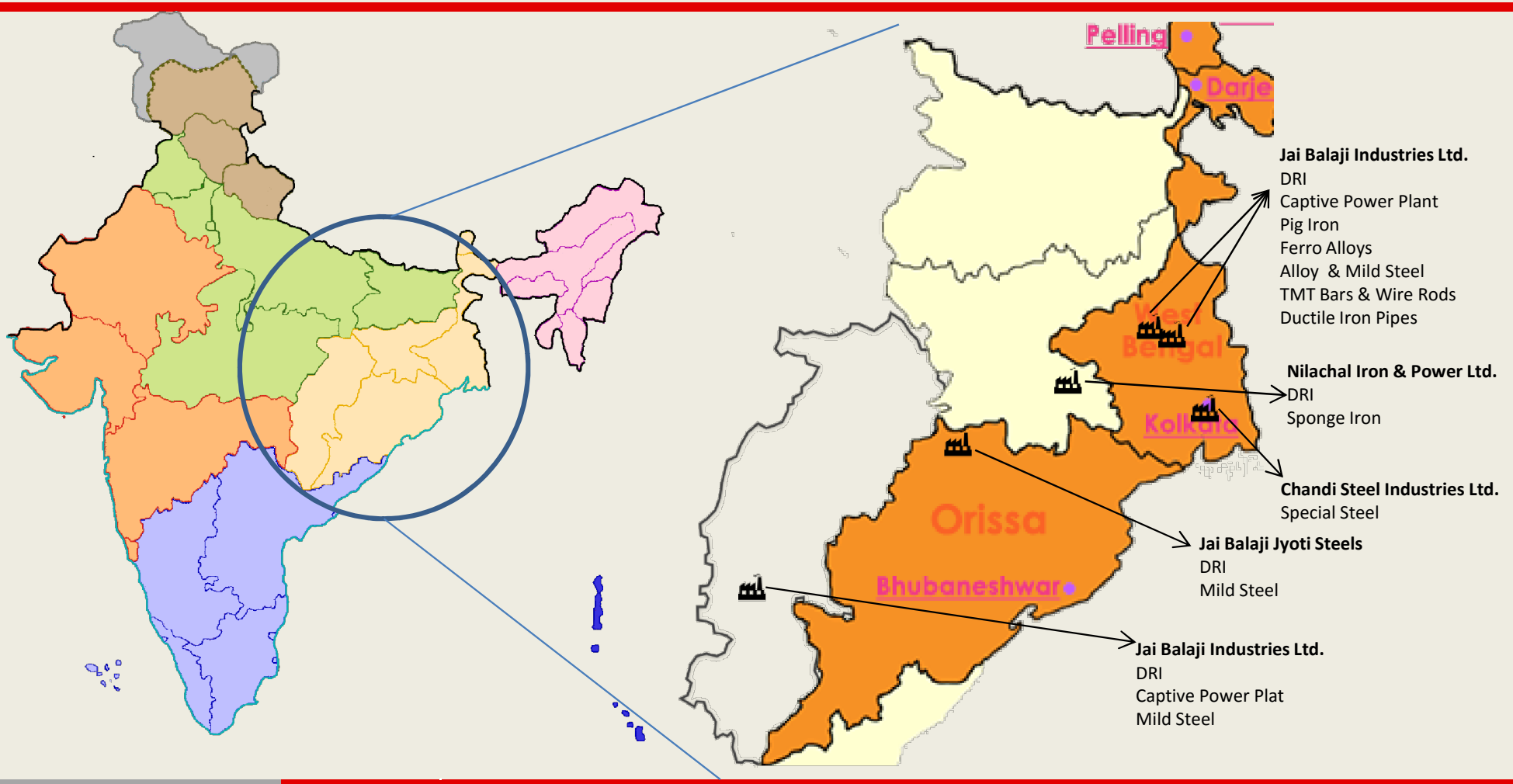
About The Group

- Jai Balaji Industries Ltd. ("JBIL"or "Company") was incorporated in 1999 by the current promoters, Mr. Aditya Jajodia, Mr. Sanjiv Jajodia and Mr. Rajiv Jajodia
- Jai Balaji Group is one of the largest Manufacturer of Steel in Eastern region private sector with capacities of around 1.25 Million Tonne of Steel per annum.
- Our Group has manufacturing facilities spread over the four states of West Bengal, Orissa, Jharkhand and Chhattisgarh; manufacturing a chain of value added products, viz, DRI, Pig Iron, Ferro Alloys, Reinforcement Steel TMT Bars, Wire Rods, Ductile Iron Pipes, Carbon, Alloy and Mild Steel Billets and Rounds.

About The Group

- JAI BALAJI Group has a chain of value added products –
- Sponge Iron, Pig Iron, Lam Coke, Ferro alloys such as Fe Cr (high carbon & Low Carbon), Fe Mn (high carbon & Medium Carbon), Si Mn (Medium carbon)
- Reinforcement Steel TMT Bars, high Alloy Steel As Cast Ingot (3"/4" min to 23"/26" max) and Ductile Iron Pipe.
- Beside, pioneer in Steel Industry, we have become the first sustained group in the private sector who has began generating power thru our Captive Power Plants.
- Our Group Company is the first company from the state of West Bengal in Steel Sector to receive UNFCCC registration for its waste heat recovery based Captive Power Project under Clean Development Mechanism (CDM) Project activity
- Our Group is the first player in the Steel Sector to invest in rakes under the Wagon Investment Scheme of the Ministry of Railways.

Jai Balaji Group (Production Facility)



Jai Balaji Industries Ltd.
DRI
Captive Power Plant
Pig Iron
Ferro Alloys
Alloy & Mild Steel
TMT Bars & Wire Rods
Ductile Iron Pipes

Nilachal Iron & Power Ltd.
DRI
Sponge Iron

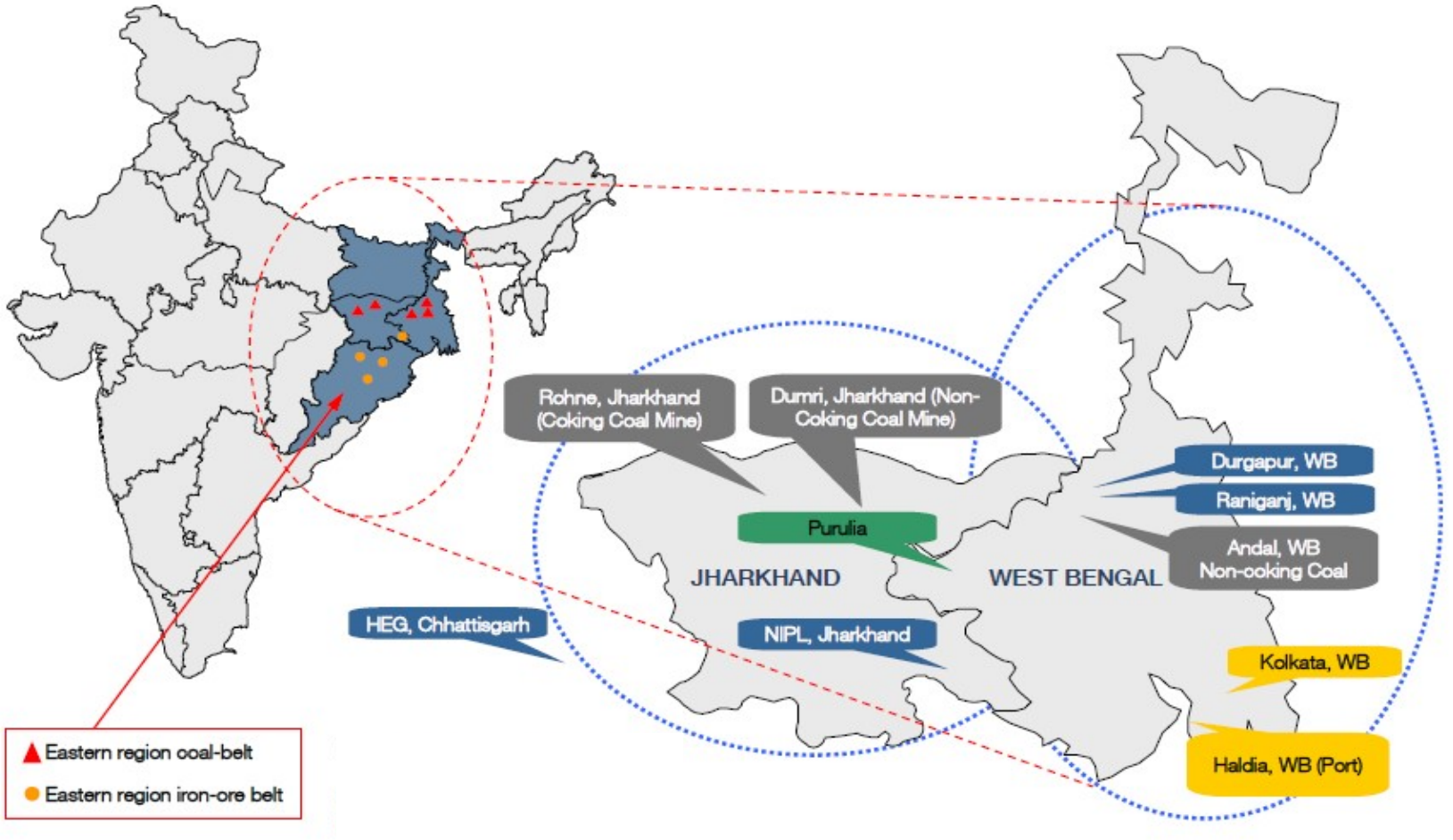
Chandi Steel Industries Ltd.
Special Steel

Jai Balaji Jyoti Steels
DRI
Mild Steel

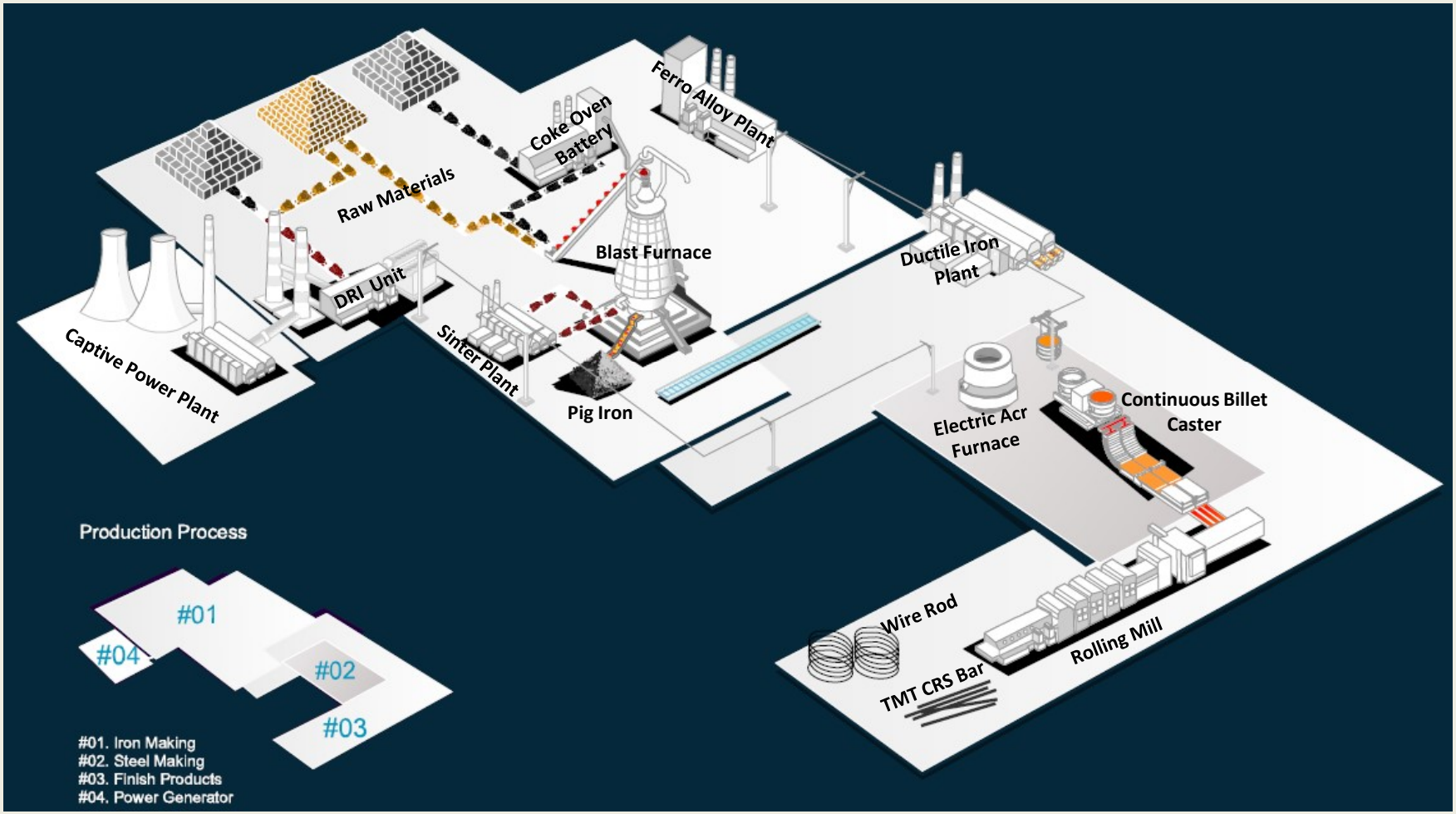
Jai Balaji Industries Ltd.
DRI
Captive Power Plat
Mild Steel

Proximity to Raw Material

We are a Primary Manufacturer of Steel producing TMT Bars directly from Iron-ore and Coal, as required under definitions issued by the Ministry of Steel, Government of India.

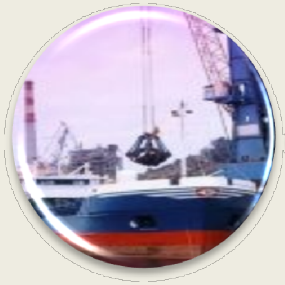


Jai Balaji Industries (Durgapur Facilities)



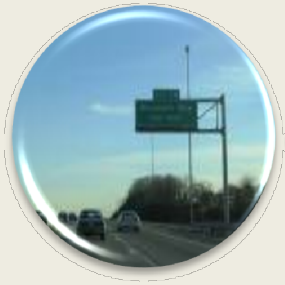
Location Advantage

Major Ports in India



Availability of major ports within 150 to 200 KM range for smooth Shipment

Well connected through Railway Network with own private siding



Plant Located over National Highway

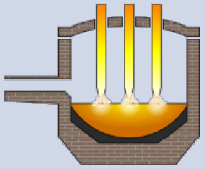
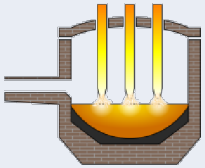
Captive Power Plant

•Power is one of the major cost factor in Ferro Alloys Production.

•Jai Balaji Industries is equipped with its captive power plant at both its Ferro Alloys location making it to self sufficiency in terms of power requirement

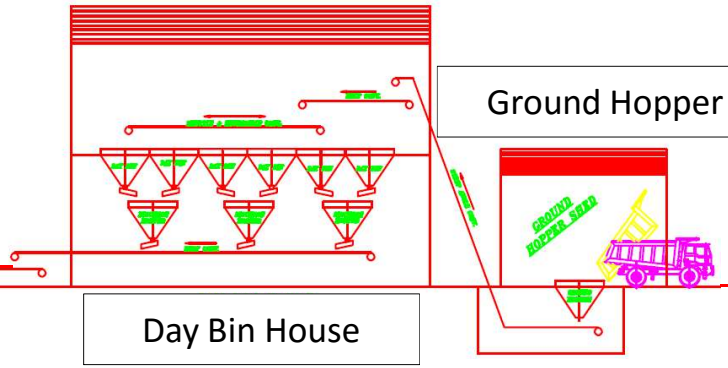
Power Plant	LOCATION	POWER PRODUCTION CAPACITY IN MW	POWER REQUIREMENT IN MW	POWER SUFFICIENCE
1	DURGAPUR	85 MW	46 MW	100%
2	RANIGANJ	18.3 MW	12 MW	100%

Ferro Alloys Capacity

ARC FURNACE	NUMBER OF FURNACE	CAPACITY IN MVA	ANNUAL CAPACITY IN MT
	2	7	30156
	3	16	78536
TOTAL	5	62	108692

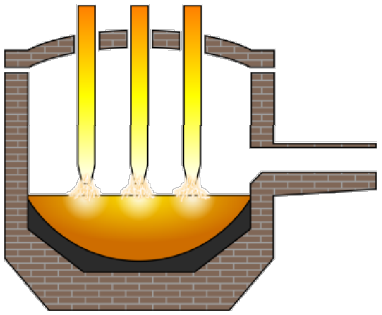
Ferro Alloys Production Process

Incoming Raw Material Feeding after Analysis



Raw material

In process Inspection & Control of Product during tapping



Tapping & Casting

Cooling &Shifting to Breaking Yard

Breaking to Size

Stacking & Reworking

Not OK

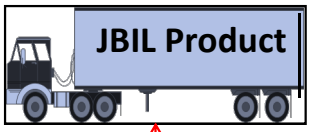
Shifting to Sales Yard

Final Inspection

OK

Packing

Despatch



Ferro Alloys Quality

Technology : *Advanced PLC controlled Process Automation System for optimized Furnace Operation.*

Quality Instruments

- *Digital weight machine Range 0-200gm — Sample Weight*
- *Strhrolen apparatus 1 - 1.5 scale — Carbon %*
- *Muffle furnace Range 0 – 1200 — VM & ASH of Coke & Coal , All type of Ignition*

…… ……..

- *Hot Air Oven — Remove moisture from Sample*
- *PH Meter — PH level of water & other solution*
- *Brix Thermo Hydrometer — Brix value of molasses*

Briquette Strength Machine — Briquett Strength

Product Certification:

Currently certified as per ISO 9001:2000.

Product Basket – Ferro Chrome

Grade	High Carbon Ferro Chrome I	High Carbon Ferro Chrome II	Low Carbon Ferro Chrome III
Cr	58% Min	60% Min. / 62% Min.	60% Min.
Si	4.0% Max/3.5% Max	3.5% / 3% Max.	1.5% Max
C	8% max.	8% max.	0.1% max.
P	0.04% max.	0.03% / 0.04% max.	0.04% max.
S	0.05% max.	0.04% max.	0.04% max.
Size	10-50 mm or as per customer choice	10-50 mm or as per customer choice	10-50 mm or as per customer choice

Product Basket – Ferro Manganese

Grade	High Carbon Ferro Manganese I	Medium Carbon Ferro Manganese II	Medium Carbon Ferro Manganese III	Medium Carbon Ferro Manganese III
Mn	70% Min.	70% Min.	75% Min.	78% Min.
Si	2% Max/1.5% Max	2% Max/1.5% Max	2% Max/1.5% Max	2% Max/1.2% Max
C	8% max.	2% max.	1.5% max.	1.5% max.
P	0.25% / 0.30% max.	0.25% / 0.30% max.	0.25% / 0.30% max.	0.25% / 0.30% max.
S	0.04% max.	0.025% max.	0.025% max.	0.025% max.
Size	10-50 mm or as per customer choice	10-50 mm or as per customer choice	10-50 mm or as per customer choice	10-50 mm or as per customer choice

Product Basket – Silico Manganese

Grade	Medium Carbon Silico Manganese I
Mn	55% Min.
Si	23 % Min
C	0.5% max.
P	0.2% / 0.175% max.
S	0.05% max.
Size	10-50 mm or as per customer choice

Our Strength

Cost efficiency

Integrated operations

- Single location integrated operations (at Durgapur) with Blast Furnace/Kiln for metallics and Induction/Electric Arc Furnace for steel making
- Forward integration into thermo mechanically treated bars ("TMT") Rods, Billets as well as Ductile Iron Pipes and Alloy Steel Bars (in process)
- Backward integration infrastructure including Sinter Plant, Coal Washery, Captive Power Plants, Coke Oven (in process) and raw material sources of mines which are expected to be operational in the next couple years

Logistics infrastructure

- Company has built 3 private sidings and procured 4 rakes of 61 wagons each under the Wagon Investment Scheme ("WIS") of Ministry of Railways, GoI
- Assured supply of 32 rakes per month from the Indian Railways and 10% discount on freight for the first 24 rakes (75% of rake availability)
- Majority of raw materials and finished products are transferred via rail network thereby reducing freight costs

Geographic proximity to raw material sources

- All manufacturing facilities are located in the middle of India's mineral belt in the eastern region
- Proximity to iron-ore and coal mines
- Well connected by ports and other logistics network

Strong business operations

Demonstrated project execution skills

- Company expanded metallics' capacity from 105,000 TPA in 2005 to c. 1 MnTPA in 4 years (CAGR of 74%)
- Proven track record in implementing expansion plans on a timely basis and without incurring significant cost overruns
- All capacity expansions except for acquisition of Nilachal Iron and Power Limited ("NIPL") and steel division of HEG Limited ("HEG") have been organic

Experienced management team and skilled employee base

- The Promoters have been in the steel and ferro alloy industry since 1991
- Senior project and technical team members have extensive industry experience
- Total employee strength of 7,101 employees (4,500 contract employees and 2,601 direct employees) as on 30 June 2009

Subsidies under the West Bengal Investment Scheme, 2000 and West Bengal Power and Intensive Industries Scheme, 2004 for the Durgapur Plant

- Industrial promotion assistance including the state capital investment subsidy
- Power subsidy
- Capital investment subsidy
- Interest subsidy

Sales & Distribution

	Distribution Strategy	Target Customers
 TMT Bars	▪ Sold under the "Balaji Shakti" Thermex TMT Bars ▪ Sold through 3 consignment agents	▪ Government Agencies ▪ Power Projects and Industry Houses ▪ Major civil contractors ▪ Major real estate developers ▪ Retail rural market
 Pig Iron	▪ Sold through dealer network in local market and northern region (Punjab, Haryana and UP)	▪ Secondary steel players at present ▪ In future, it will be completely for captive use
 Sponge Iron	▪ Primarily Captive Usage ▪ Sold directly to local customers within a 50 KM radius ▪ Command a Rs. 200-300 premium for superior quality and reliability	▪ Surplus to small non-integrated steel manufacturers
 Billets	▪ Primarily captive usage ▪ Some exported through Trade Houses, when realizations are better	▪ Surplus to Rolling Mills
 Ferro Alloy	▪ Exported through big house traders and merchant exporters	▪ Major steel companies ▪ Some captive usage

THANK YOU