



# IF STAINLESS STEEL IS YOUR PASSION, THIS IS WHERE YOU BELONG.

We manufacture semi-finished & cold-finished long products in Specialty Steels including Stainless steel, Tool steel, Alloyed & Special Alloyed Steels.

Our facilities include end-to-end manufacturing starting from Hot Rolling of Billets & Ingots up to Heat Treatment & Cold Finishing of a wide variety of product forms including Rounds, Squares, Hexagons, Angles & Flat bars in following grades-

301, 302, 303, 304/L, 304H, 304LN, 305, 310/S, 314, 316H, 316/L, 316LN, 316Ti, 317, 321, 321H, 347, 409, 410, 416, 420, 420B, 420C, 430, 430F, 431, 434, 444, F-51, UNS 32205, 17-4ph etc in various heat treatment conditions including Quenched Tempered, Annealed, Solution Annealed etc.

## Aamor Inox Limited

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# Aamor Inox – A boutique mill for stainless steel bars

**A**amor Inox Limited is headed by Mr. Anand Gupta who, in the year 2001, has originally kick-started the stainless steel bright bar export business at Ambica Steels Limited. Mr. Anand Gupta is son of late MR. M.P. Gupta who has originally co-founded the company Ambica Steels in the year 1970.

As a business grows, it has to set milestones and reorganize itself for better functionality, delivery & an enhanced customer satisfaction. Perhaps, with this principle in mind we noticed that Ambica Steels had undergone a group restructuring a couple of years ago.

And hence MMR approached

Mr. Anand Gupta for having greater insights about Aamor Inox Limited.

"Each bundle of our stainless steel bars must pass a final test before it is shipped out to its customers. Ever since we began producing these high-quality

## MMR Bureau

stainless steel bars, not even a single bundle has left our manufacturing unit before it passes the stringent quality parameters set by the CEO. My grandfather did it; then my father.

Today, this task falls to me. With our increasing capacity utilisation, I make sure that each bundle of our stainless steel bars has the unmatched quality that is the

hallmark of our tradition.

Of course, in a family-owned stainless steel company, this personal involvement in the craft of steelmaking is business as usual. And this determination to protect the integrity of our stainless bars is exemplified by our Test Certificates", says Anand Gupta.

Aamor Inox's integrated production facility comprises of end-to-end manufacturing facilities right from billets to finished bars, starting from the hot rolling mills, heat treatment facilities & cold finishing of round bars, angles & flats. Aamor Inox is fully equipped to process 60,000 tonne of stainless steel bars per year. "This makes us one of the largest privately held bright



# Company Profile

bar companies in India, while keeping us small enough to meet our customer's individual needs," Mr. Gupta further adds.

Stainless steel grades available are: 301, 302, 303, 304L, 304H, 304LN, 305, 310S, 314, 316H, 316L, 316LN, 316Ti, 317, 321, 321H, 347, 406, 410, 416, 420, 420B, 420C, 430, 430F, 431, 434, 444, F-51, UNS 32205, 17-4 ph, etc.

Aamor Inox does seem to exceed expectations of demanding customers in aerospace & aircraft, shipbuilding & marine, and oil & gas industry in over 60 countries worldwide through its direct representation in the US, Germany, France, Italy, Singapore, UK, Thailand & Turkey.

## Pouring passion into stainless steels

Mr. Sukesh Agarwal, Director; Sales & Marketing, explains, "Team Aamor Inox is constantly exceeding expectations by setting new benchmarks in the stainless steel industry and has been acknowledged as the most quality conscious mill from India by many users, processors and distributors worldwide. We embrace the changing technology to develop leading-edge solutions in processes and products. No other competitor possesses the in-depth expertise in manufacturing of ultra-high-precision stainless steel bars that we have with us".

Aamor Inox is one of the largest producers of 17-4ph (1.4542) stainless steel bars in India. Material in this grade is available in all heat treatment conditions like H1150-D, H-1150, H1075, H1025, H900, annealed condition, P1070, P960, P930, P800 etc conforming to ASTM-A564, AMS-5643R, AMS-5622 and NACE specifications.

## Quality and Environment

Mr. Anand Gupta continues, "one can have everything to ensure quality: latest machines, a

competent team, brilliant marketing strategies, and what not. Yet, there is one thing without which most fail: a great work culture. And we fully acknowledge its importance. That's why Aamor Inox has been the first stainless steel bar producer in India to implement Total Quality Management (TQM): employees undertaking practices such as Kaizan, 5S & 3M and activities like Not Right First Time, Worst Point Pictures (WPP), One Point Lesson and Red Tag. We encourage participation of our employees and regularly reward their initiatives. We aim at sharpening our employees' skills, build positive attitudes and cohesive teams, all leading to a positive, intent-driven work culture."

Mr. Gupta further explains why Team Aamor Inox focuses so much on quality rather than quantity; "We knew from the beginning that in order to build a strong and lasting relationship with our customers, we needed to gain their whole-hearted respect and trust. Since our foundation is built on customer service and integrity, we have been successful in doing what we say. And that's why our customers prefer working with us."

## Production Facilities

Aamor Inox has always been very careful in selection of its production equipment as its management has always believed that the quality of the finished products is well proportionate to the quality of the manufacturing equipment.

## Hot Rolling Mill

More than ever, one needs to respond flexibly to market demands. That's where its hot rolling solutions come in. Aamor plants for manufacturing hot-rolled products gives top product with cost-competitiveness.

Mr. Sukesh Agarwal, explains, "Depending on your industry, we

have the right solution for you. It can be anything from round bars upto hexagons/squares or even angles/flats in a very elaborate size range; we are your one-stop shop. Our hot-rolling mills are flexible and offers customised solutions supported by an in-depth knowledge of technological process, high-performance control systems, reliable drive systems and a comprehensive understanding of hot rolling technology. Powerful drives and reliable automation systems, in combination with precise and flexible process models, optimize the rolling process from the reheating furnace to the downstream area. Our hot rolling mills offers optimum throughput and availability combined with geometrical precision and optimum material properties."

Aamor Inox and commitment seems as enduring as the steel it produces. And the company has continued on track with its new investments, including a new combined cold finishing line and a brand new fully-automatic Heat Treatment facility from Germany. With the technical capability highlights of this project, both of these can be acclaimed as one of the most-advanced Cold Finishing as well as the Heat Treatment plant of this time.

## Heat Treatment Facility

Aamor Inox's ultra modern fully-automatic Heat Treatment furnaces provide an unmatched mechanical properties into the materials. The Oil & Water Quenching tanks are equipped with a very strong agitation mechanism. This assures faster cooling curves (during Quenching process).

This makes Aamor Inox a leader for all heat-treated stainless, alloys & tool steels like – 410, 416, 420, 420F, 430F, 431, Duplex F51, 17-4ph, 1.4418, 310S, 4140, 4340, 42CrMo4, 40NiCrMoO4, 8620, H11, H13 etc

- Capacity: 30 tons per batch in lengths upto 7.60 meters (26 foot)
- Temperature Uniformity: +/- 3 degrees C
- Quench Delay: 30 seconds
- Conforming to: AMS 2750E, NORSOKE, API-6A

## Heat Treatments available with Aamor Inox are –

- QT, Oil Quenching & Tempering: QT 650, QT 700, QT 800, QT 900 etc
- QDT, Oil Quenching & Double Tempering
- HT, Hardening & Tempering (condition T)
- Precipitation Hardening & Ageing: HH1150, H1150M, H1050, H900 etc
- Annealing, Solution Annealing & Spheroidizing Annealing

## Cold Finishing Line

Aamor Inox's new 3,00,000 square-foot addition to the company's new site is dedicated to producing cold-finished steel bars exclusively from hot-rolled bars. Here's a little sneak peak into how Aamor does it. Mr. Gupta goes into finer points, "Aamor Inox's cold-finishing facility is regarded as one of the most advanced bars finishing facility in India –

- Fully-Automatic & Fully Integrated: Entire operations in a single line for 18mm upto 150mm finished dia in lengths upto 8.5 meters (28 foot)
- Equipped with a very advanced high-precision cutter heads for achieving desired roundness, ovality and lobing in the peeled bars.
- Equipped with advanced laser size measurement system – from Zumbach & an in-line Fully Automatic Double End Chamferring machine.

Besides, there are finishing lines for Coil-to-Bar cold drawing, Bar-to-Bar drawing, HRAP Angles

/ Flat Bars and over 20 Centreless Grinding Machines to support the bar finishing operations.

The company's latest Microsoft Dynamics ERP system, combined with very efficient B.I. (Business Intelligence) MIS systems gives the company a better control over its manufacturing processes at various stages and allows to control the materials / orders throughout the supply chain in a much more effective manner. The ERP links all its production sites guarantee rapid exchange of information. This helps the team offer its customers around the world real time updates, without any communication problems or loss of time.

Aamor Inox operations quality systems are approved by ISO-9001:2015, PED 2014/68/EU, CE Marking / CPR -305/2011, AD 2000-Merkblatt W0/TDR 100, NORSOKE, AS 9100-D/ EN 9100-D, Shipbuilding Material Manufacturer Certificate

Aamor Inox is under the process of getting NADCAP approval and is hoping to receive the formal accreditation by October 2019. This will make Aamor Inox the very first stainless steel mill to receive NADCAP certification in India.

## Machinability

Mr. Sukesh Agarwal says, "We offer an excellent machinability in our bright rounds & hexagon bars. We fully understand the extent of machinability that most of these bars undergo and therefore, our team ensures that the machinability of our bars is not only higher than industry standard, but also very consistent every time."

Aamor Inox continuously invests (both time & money) in developing a strong competitive edge against its peers.

Steel being his passion, Mr. Anand Gupta goes into finer points, "Our improved machining bar results from a well controlled melting process and the highly

uniform heat treatment furnaces with ultra rapid cooling. Result: a very reliable product with a very high consistency in mechanical properties. Special attention is paid upon diameter tolerances, mechanical properties, surface cracks & internal defects, and the straightness of bars in order to produce the most desired materials for highly demanding machine shops. The result: less machine set-up time, and an evident improvement in the life of your cutting tools. And our improved machinability bars are available in rounds, squares & hexagons. These materials are produced to meet NACE specifications. Our new 'Fully Automatic Double Side Chamfering Line' helps in achieving personalised chamfering needs of our customers whether its 30°, 45° or 60°."

Traceability is mandatory in the design Aamor Inox processes, as per Mr Gupta: "Our quest for excellence is enthused by our customer's demand for flawlessness. Our demanding customers want us to keep track of the complete manufacturing process. And our well-documented system fulfils this requirement. Each line item in every order is assigned a unique ID number (right at the time of preparing our sales order), which travels all the way from sales order to casting of heat, hot rolling, heat treatment, cold finishing, finished goods inventory, sales invoice and then, test certificates. This proves as one of the most reliable & trustworthy traceability system."

Mr. Gupta concludes, "Over so many years, we have built an amazing team of professionals in India & worldwide that will not only maintain our history & tradition, but will also take it into the next era, an era where quality and service remains the top priority for years to come."