

# KAY2 STEEL

## RAISING THE BARS OF PERFECTION

*Manufacturers of ultra-modern quality, earthquake-resistant, highly flexible TMT bars with raw material of prime quality, most modern rolling techniques and well-equipped labs for continual review of quality, Kay2 Steel stands out as the most reliable enterprise in this field*

**F**ounded in 2006, the company has acquired, without loss of much time, a high reputation for having adopted latest processes of production and delivery of quality steel bars, at affordable price points.

### CLEAR VISION & METICULOUS STRATEGIC PLANNING

The company proceeds with a vision of interaction and cooperation with all its customers and maintains the essential values of integrity, excellence, understanding, unity and responsibility to create substantial market worth.

Kay2 Steel has embarked on an ambitious plan of expansion to double the production of premium quality steel bars within a span of 2-3 years to enable the company capture greater market share in view of the rapidly growing market demands. The production model of decentralisation being pursued by the company is an ideal example of able entrepreneurship. Kay2 Steel has drastically slashed peripheral costs such as transport fares and cartage.

### INVESTING IN INNOVATION

Innovation is the core principle being followed by the company for the development of unknown segments, since creativity is vital for revolutionary boost to the present means of operation. These fresh innovations provide a comfort zone to the workforce for carrying out their manufacturing job efficiently in accordance with the market requirements. The most appreciable part of the company's vision is that the company deems the company workforce, the surrounding environment and the community at large as an indivisible and indispensable part of the total work atmosphere. Inspired by the holistic mindset and a sense of social responsibility, the company spends a part of its earnings towards the conservation of environment and betterment of society through social work to set a benchmark

legacy for the company's successors.

Kay2 Steel's commitment and dedication to produce the best quality steel bars is praiseworthy, especially with regard to achieve such scientific proficiency, a highly qualified and experienced team of creative thinkers engaged in persistent R&D regularly conducts 'stimulation tests' on the development of fresh products and thermo-mechanical treatment to ascertain final characteristics with regard to molecular structure, mechanical properties and tolerance of the bars.

Special attention is also paid to satisfy industry standards and specifications regarding fatigue strength, creep and crack resistance, ability to bend and welding tolerance, tensile and compressive strength. The technology employed by the company helps produce bars of greater strength than those in the market, which gives superior stability and durability and saves 20% of steel during construction of structures. This process eventually leads to reduction in the construction cost without compromising on the quality.

### EXPANDING HORIZONS

The company has been highly successful in catering to the market demands in Punjab, Haryana, Uttar Pradesh and Uttarakhand with continual expansion to other states such as Bihar, Madhya Pradesh and Maharashtra.

