



POWERFUL

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# AMBA SHAKTI

In the many years of its existence, things may have changed but the quality and trust affirmed by Amba Shakti are still the same, as they were in the beginning. The journey of this company has been tough at times, but it has always managed to emerge as a winner in the end. Amba Shakti, at present has become an example to follow in the steel industry due to its supreme quality products and customer-centric approach

**S**teel Manufacturing Industry has grown very rapidly in the last few years and is witnessing the emergence of many strong companies which are inspiring the entire nation with their success. In this list, Amba Group is a name well recognized all over the country. Established in 1974, and led by Mr. Kamal Goel, this group has been attaining remarkable popularity for 42 years. Amba Group has set up 8 steel plants with firm position in 17 states across India. The Group has begun to produce LPG cylinders and power generation as well. The company is focusing on its expansion with incorporation of the diversified segments. Amba Group has also installed Integrated Steel Plants in Goa – where the company manufactures steel right from processing Iron Ore to Sponge Iron, billets and finally finished steel products.

“Manufacturing is more than just putting parts together. It’s coming up with ideas, testing principles and perfecting the engineering, as well as final assembly”. These words by James Dyson emphasize on an indispensable and important aspect of manufacturing. At Amba Shakti these words are manifested in the best way. The firm is putting efforts for maintaining a strong hold in all the fields it has stepped into. The company favours a healthy competition and tries to establish alliances that will last forever. Further, Captive Power generation plants

have been set up by the company for saving electricity and for supplying surplus power to National Grid.

#### VALUING THE NATURE AND SOCIETY

“Nature uses human imagination to lift her work of creation to even higher levels”. This quotation of Luigi Pirandello shows benevolence of nature and conveys that it should be respected in all circumstances. In an era where people are harming nature even for minor advantages, Amba Group comes up as an inspiration to teach everyone that benefits can be earned sans destroying nature. Whereas it is seen that most steel plants become causes of pollution, at Amba Group anti-pollution equipments and Green initiatives promise a clean and secure environment adding more to the positive reputation of the company.

The company is well aware of its social responsibilities and abandons activities that are not amicable for society and nature. With the best ever use of the technology, company aims to provide an incredible range of products. Automatic Plants are used to generate TMT (Thermo Mechanically Treated) bars with salient features to reduce structural damages





from earthquakes, heat and rusting. Amba Group strongly motivates technological upgrades and reduction in energy consumption. The technological advancements taking place throughout the world help the company to produce the utmost products.

**SYMBOL FOR EXCELLENCE**

The company follows the mantra, “Your World, Our Strength” and uses the latest technology to produce unmatched products such as ReBar (Tempcore), Fe 500, Angles and Channels, Billets and Sponge Iron. Amba Group believes in the opinion that with a team of efficient technicians, company will manage to reach new heights.

The company feels delighted to share its every achievement with the whole team. Amba Shakti is focused to deliver quality products within the set deadlines and has managed to keep its promise till today. The company has a reputed clientele including big names such as IRWO, CPWD, Central Reserve Police, Municipal Corporation of Delhi, Lucknow Development Authority and AIIMS Welfare Organisation, Faridabad.

Moreover, the company is executing its noble notions so brilliantly that it sets goals for the other companies as well. Believing in the humanitarian outlook, Amba Group has taken various initiatives to make contribution towards the society such as ‘Go Green With Us’ and has also collaborated with NGOs for several CSR activities.

**TOUR DE FORCE**

- The company has ISO 9001:2000 certification accredited by RVC, Holland.
- Amba Group has also won Udyog Vibhushan Award.
- It has been recognised as a Star Category by the State Govt.

**QUANTUM LEAPS**

- Amba Group's Steel is certified by 'TEMPCORE'.
- This group has received approval from Railway, NHAI, NTPC & MES.
- It is the first manufacturer of Integrated Steel.