

A Jaygopal, is the Jt. President & SBU-Head for 'Hindalco Extrusions'. He is in charge of Hindalco Brands: Eternia (Aluminium Windows), Maxloader (Aluminium truck body) & Everlast Aluminium Structural. Also, he is the Chairman of 'Seminars, Expos & Publicity' committee of 'Aluminium Association of India'.

A Jaygopal had done engineering B.E.(Mechanical) from College of Engineering, Guindy, Chennai & M.B.A.(Marketing).

Speaking to **Sushma Upadhyay**, of **Metalworld**, he talks about the extrusion industry Excerpts.

Indian extrusion market set to grow

- A Jaygopal
Jt. President & SBU Head- Extrusions
Hindalco Industries Limited

After working for a Consultancy firm for one & half year, had spent 28 yrs in various capacities in the Aluminium Industry by working for Indian Aluminium Company Limited and later with Hindalco Industries Limited, on merger of INDAL with Hindalco. He had undertaken various roles in Sales & Marketing and a series of development projects while heading the Market Development Cells of Hindalco. he had played a key role in the development of 'First Aluminium Wagon in the country', Heat Exchanger Muff Tubes, RDE 40 alloy Extrusions for Defence Sarvatra Bridge, Aluminium Automotive components, 'Body in White' for passenger cars and 'Eternia'

branded Aluminium windows.

He has won following 'Outstanding Achievement Awards' of INDAL

- (a) RDE 40 Alloy Extrusions for Defence SARVATRA Bridge
- (b) Development of Extruded Fintubes and following 'PRIDE' awards of Hindalco
- (a) First Aluminium Railway Wagon in India
- (b) Productivity improvement of hard alloy
- (c) Substitution of steel with aluminium in reefer containers
- (d) Development of '4043 Al Alloy Anode Stem' through Extrusions route

What is the status of the Extrusion Market in India and in Global Market?

a) Aluminium Extrusions current market in India is estimated at 375 KT & Global extrusions market is 28 Million Tons. China consumes 17.44 Million Tons @ 62% of Global Market share.

b) India Aluminium Extrusions, is at a mere 1.25% of Global Market

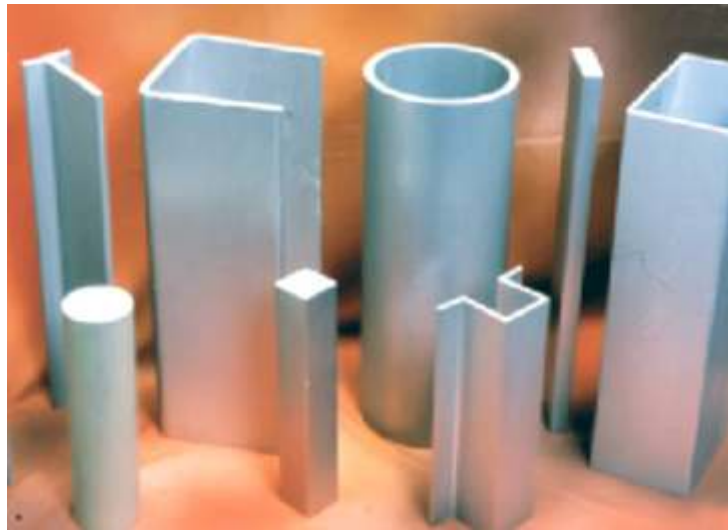
c) Form wise Aluminium Extrusions share is 33% globally where as in India it is only 10%. Hence there is huge scope for Aluminium Extrusions growth in India.

d) Segment wise Consumption trend similar is similar to Global, sans Electrical segment.

e) China is facing Anti-dumping in some of the developed markets.

f) As demand in USA is strong, extruders are expanding capacity.

g) Europe is witnessing slowdown.



iii. Only domestic player with plants in South & North India

iv. Good understanding and servicing of customer's requirements – trained sales engineers

v. Assured Metal availability.

What are the major issues facing this industry presently?

a) Absence of Standards for B&C products like doors & windows.

b) Thinning down of sections without considering the required design aspects, through unorganized players.

c) Lack of highly technical workforce skill for B & C products.

d) Lack of innovation and Product development by the Industry.

e) Lack of awareness creation / promotion on the benefits of Aluminium Extrusions over competing materials.

What are the industry facilities from the policy makers?

a) GST & digital transaction brings in level playing field for organized players.

b) Government thrust on light weight in transport & reducing carbon foot print will influence on possibilities of more usage of Aluminum rails, wagon, vehicles (CVs, LCVs & HCVs) and two wheelers.

c) Make in India provides us with good business opportunities in Defense & transport segment.

d) Smart city initiative will be a big boom for B&C segment.

“Current market in India is estimated at 375 KT & Global extrusions market is 28 Million Tons.”

In Transport - Automotive components, truck body, bus body structural, ship building, rail coaches, wagons will be key areas.

In B&C- Façade, quality windows, formwork and value added (Coated, small fabrication) will be the areas of attention

c) Hindalco, we offer our own window brand 'ETERNIA' with design, hardware, and customized machineries from Europe.

d) Hindalco has competitive advantages in

i. Competency in hard alloys and large CCD profiles

ii. Applications development



How do you see the Indian Market in future and what are your plans to cater to this market?

a) Indian Market is expected to grow @ 7 to 8% CAGR.

b) Hindalco Extrusions, plan is to double the volume to 90kt, from current 45 kt, by FY2021-22.

Focus will be on Transport and B&C segments.

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