



## Jindal Aluminium is a Market Leader in Aluminium Extrusion

- Pragun Jindal Khaitan  
Managing Director,  
Jindal Aluminium Limited

**P**ragun Jindal Khaitan is the Managing Director of Jindal Aluminium Limited. He decided to join the family business in 2013. Pragun Jindal Khaitan, who has majored in finance and strategic management from the Wharton School of the University of Pennsylvania, will be focusing on organic growth of each of the company's business verticals, including aluminium extrusions, aluminium rolling, renewable energy and health care. Under the tutelage of one of the finest experts in the Aluminium Extrusion industry and a pioneer Industrialist and Philanthropist, Dr. S.R. Jindal, Chairman of Jindal Aluminium and his grandfather, Jindal Khaitan honed his skills in administration of large business and has behind him a proven track record. During this tenure, the overall business turnover of the company has shown a marked jump in revenues crossing Rs.2500 Crore mark in a short span of time. Moreover, the

company has diversified its activities into different sectors including renewable energy and real estate. He keeps abreast with the latest technology in the field and has guided the company for making huge investments towards technology up-gradation and capacity expansion.

Today Jindal Khaitan is one of the youngest MDs of a corporation of this size and a strategist, who has played a recent role in the company's position as India's largest player in aluminium extrusion manufacturing. It is his aim that Jindal Aluminium Limited retains its position as one of the most respected private corporate groups in India and that the trust and reputation which the group commands grows with each passing year.

Speaking to **Metalworld**, Jindal Khaitan talks about the present and future status of Jindal Aluminium.

### *Excerpts*

#### **What are the present activities and objectives of Jindal Aluminium?**

Established in 1968 with a humble beginning, the company is today a market leader in aluminium extrusions with 11 presses of various sizes with installed capacity of 1, 20,000 MT per year. Besides, we manufacture rolled products also with installed capacity of 40000 MT which was started in 2013. For its power requirements, the company has set up 50 MW of wind power plant in Karnataka and Andhra Pradesh and 30 MW of Solar power for captive uses and extra power is transmitted to State grids. By using renewable sources (wind and Solar) the company has reduced its dependence on thermal energy using fossil fuels like coal.

We continuously strive to deliver our customers a product which exceeds their

expectations at a price which represents value for their money.

**What is the current scenario and future prospect of Jindal Aluminium in the country?**

During last year 2016-17 we achieved highest production of 83425 MT and hope that in the current year it will exceed 90000 MT which is approximately 25% of the country’s demand. The company will retain its leadership through continuous investment by ramping up its capacity time to time.

In rolled products, we’ve achieved production of 35000 MT in 2016-17 and hope to maintain at the same level during current financial year.

**What are your views on Global & Indian Aluminium Industry prospects in the coming years?**

Though India’s per capita consumption is quite low compared to developed countries, of late the revolution in automotive, building & construction, solar power has rapidly increased the consumption of aluminium extrusion in the country. The present consumption of aluminium extrusions which is around 4,00,000 MT is slated to grow approximately at the rate of 8 to 10% every year, if the present GDP growth of the country is maintained.

The building & construction industry is the major user of extrusion in India. With the continuous growth in the sector, supported by growing economy, the demand of extrusion is poised to show a healthy growth. Taking advantage of the versatility of the metal, the architects and designers are coming out with innovative structures which are light in weight and have longer life compared to other metals like steel and plastics. Auto is another area with huge potential. In recent years the car manufacturers of premium and luxury brands are setting up factories in India which has become a major market of cars offering huge potential. This offers a huge opportunity for the Indian aluminum extrusion manufacturers who can consistently deliver quality products.

**For the growth of Aluminium in India do you have plans for more downstream developments?**

The Government has ambitious plans to improve the much needed infrastructure of the country. Metro rail, Bullet trains, Smart cities, new airports which are being planned will boost consumption of aluminium extrusions. To meet this burgeoning demand we have plans to add one 6000 tones capacity press, in the coming year which will produce large sized extrusions and also harder alloys needed by aerospace and auto industry. It will have capacity to produce 35,000 MT per annum and will require investment of nearly Rs. 150 Crores. This press will increase our presence in auto sector and industrial sector in India and to meet the growing demand of bigger profiles with increasing height of buildings in India.

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**Innovation is a new buzz word across industries. Kindly share your views towards Innovations efforts and new product development of Jindal Aluminium.**

Innovation is ingrained in the DNA of the company. Without innovation we would not have been the market leader producing 90000 MT of aluminium with increasing customers’ expectations demanding extrusions in different alloys for various end uses in close tolerances. It does not confine to product innovation only but the entire gamut of making the

product available to the customer at economical cost by reducing wastage and lead time through continuous process innovation and focusing on training and development. Customers approach us with intricate designs with unique characteristics which are quite challenging. We draw on decades of our experience of product development built on continuous innovation to create a product which exceeds the expectations of the customer.

**What do you expect from the government on the policy front?**

Before becoming Prime Minister of the Country, Narendra Modi ji had made a comment that “India is exporting wheat and importing chapattis made out of that wheat”. He had promised to change this scenario by introducing “Make in India” scheme, but in aluminium industry nothing has happened on the ground. In case of aluminium, the country still exports Aluminium ingots and billets which are our raw material and imports finished products such as aluminium extrusions and rolled products which is like exporting wheat and importing chapattis. This is due to the faulty policy of the Government. Import duty on primary metal which is raw material as well as on finished products is same due to which import of finished products is cheaper.

The Government’s policy should be in such a way that it encourages export of finished products and discourages export of raw material in the form of Alumina/ Primary Aluminium. Take the case of China, where Government has levied export duty of 5% on export of primary aluminium metal from that country, besides export of Alumina is not permitted whereas Govt. in that country gives subsidy of 13% for exporting finished products. If a similar policy is adopted by Govt. of India, i.e. to levy export duty on aluminium metal and give subsidy for export of finished products or increases import duty on finished products, the aluminium industry will develop very fast. This will also encourage “Make in India” scheme being promoted by Hon’ble Prime Minister.