

Zinc Market in India will Grow 8.10%



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communication of the unique attributes that make zinc sustainable and essential for life. The IZA's main program areas are Technology & Market Development; Environment, Health & Sustainability; and Communications.

Rahul Sharma is a Post graduate Mechanical Engineer of the Maulana Azad National Institute of Technology, where he majored in Thermal Engg before undertaking Management Program from IIFT, New Delhi. He is currently pursuing PhD. During the past 17 years he has worked in Sales and Marketing department at Aluminium major Hindalco Industries Limited, Corus Steel (Tata Steel International) and in this role at IZA, he has been responsible for providing technical and marketing support to zinc consumers with the galvanizing sector, Zinc Die Casting, Sheet Galvanizing being a major focus of this activity

"Zinc has multifaceted applications. 58% of zinc worldwide is used for corrosion protection of

steel, while other 42% goes into Zinc die casting, Rubber industry Brass, Zinc Fertilizers, and Pharma applications says Rahul Sharma, Director International Zinc Association India in an exclusive interview with Metalworld. Excerpts

What is the Present status of zinc industry globally?

- Zinc metal in short term seems to be balanced with little or no changes in the stocks however access to physical material across globe is limited. Recent zinc demand-related data readings have been seasonally strong and leading economic indicators are mainly positive. Outlook for zinc demand in medium-to-long remains robust.

The International Zinc Association (IZA) was founded in 1990 and is a non-profit organization based in Brussels, Belgium. IZA has regional offices in China, Europe, Latin America, North America, India and Southern Africa.

IZA is the only global industry association dedicated exclusively to the interests of zinc and its users. Operating internationally and locally through its regional affiliates, IZA helps sustain the long-term global demand for zinc and its markets by promoting such key end uses as corrosion protection for steel and the essentiality of zinc in human health and crop nutrition. The main programs are Sustainability & Environment, Technology & Market Development and Communications. IZA staff, a team of internationally recognized experts, is dedicated to assisting the Industry with its many challenges and opportunities. IZA's mission is to support and advance zinc products and markets through research, development, technology transfer and



The developing economies, including the BRICS nations, may witness a high growth in the per capita zinc consumption and thereby global Zinc demand in future. Mine output is passing through a critical phase where few larger mines like Century, Rampura Glencore Xstrata Plc, Red Dog, McArthur River, Tennessee mines etc. are tapering their production while new mines in start up phase.

What is the present status of Zinc market in Asia generally and India specifically?

- China contributes approx 35% of Global Zinc Mine production, India accounts for 6 % and rest of Asia contributes 8 %. In terms of Global refine zinc production China contributes ~40 %, India's share is 6%, South Korea share is 6% and rest of Asia 9%. As you know Rate of growth in China is slow but gains are still substantial in absolute terms. China consumes 42% of zinc produced globally, whereas India consumes only 4%. South Asia and South East Asia would also witness a boom especially in emerging markets like India, Indonesia, and Thailand which would drive the consumption of Zinc. The major demand drivers in these nations being the infrastructure growth and industrial growth. China was the major producer of the primary zinc, China zinc supply is highly fragmented with many smelters producing small volumes of zinc.

In India, Government is spending billion of Rupees on infrastructure development. Decision makers and specifier's are now more focused on sustainable development. With all these positive indicators zinc market in India will grow at an average rate of ~6-7% YOY. India is the third largest zinc producer, with two major primary zinc producers Hindustan Zinc and Binani Zinc, while the secondary zinc producers in India remains highly fragmented. HZL has production annual zinc metal capacity of approx. 800,000 MT with fully integrated mine production. HZL has already started underground mining projects to compensate tapering of RAM open pit production.

What is the effect of global slow down on Zinc industry?

- I will say global slowdown will not affect zinc industry directly, as zinc incremental production from mines and increased consumption pattern is more or less balanced. As slow down has more affected Europe and some western countries, while the situation in

BRIC countries is different. China's GDP is growing @ 7-8% and India's economy @ 4-5 %, while Brazil because of Olympics will consume more zinc. So I am of the opinion that global slowdown will not impact zinc industry

What is the present profile of Zinc application?

- Zinc has multifaceted applications. 58% of zinc worldwide is used for corrosion protection of steel, while other 42% goes into Zinc die casting (Faucet, Hardware like door handles, locks, automobile parts etc), Rubber industry (tyre) Brass, Zinc Fertilizers, and Pharma applications.

What are the new emerging applications of Zinc being developed?

- There are various new applications for India like Galvanneal Car bodies (earlier it was only cold rolled steel with paint), Culverts (for water drainage), Galvalume roofing and cladding (Replacing Asbestos because of health hazard / Aluminium).

Moreover high end Bathroom Hardware is produced using zinc die castings. While zinc is an essential vital micro nutrient and is essential for physical and mental development of children. Unfortunately India's 50% soil is zinc deficient and hence our crops do not contain prescribed level of zinc nutrition. So new application like fortification of Urea with Zinc and NPK + Zn will remove zinc deficiency in our crops and also yield per hectare will be more.

According to you how is the situation in developed world of Zinc?

- Mature markets like EU, Americas, Australia & New Zealand, would grow at 1 to 4 percent, following a constant demand flow in Automotive, Consumer durable and Construction markets

The combined share of these regions is forecast to decline from 30.2% in 2009 to 24% by 2016. South Korea & Taiwan are the highest Per Capita consumers of Zinc per Kg in 2009

What is Indian Sheet Steel Building Group?

- The idea to create an Indian Sheet Steel Building Group (ISSBG) to tackle the purpose of increasing the use of zinc coated steel in India by construction market suppliers came from one of experts experience on a similar committee that has been in existence in Canada since the late 1960's, under the aegis of the Canadian Sheet Steel Building Institute

(CSSBI). The CSSBI is focused on sheet steel solutions for the building construction market and is Canada's foremost authority on sheet steel, its products, and its many applications. It is responsible for the development and dissemination of steel product standards, as well as the main source for technical information, resources, and expert guidance to the general public and sheet steel manufacturers alike. The CSSBI promotes the following five product categories: Steel Building Systems (SBS) - Pre-fabricated, custom-engineered steel buildings; Steel Building Products (SBP) - Steel roofing and cladding, steel roof and floor deck; Lightweight Steel Framing (LSF) - Cold-formed sheet steel framing members; Residential Steel Roofing (RSR) - Low maintenance roofing with long life cycles; and, Lightweight Steel Cladding (LSC) - Cladding for agricultural and light commercial applications. Any Steel company, PEB player etc can become member of ISSBG.

What are the activities of International Zinc Association?

- IZA's main programs are Sustainability & Environment, Technology & Market Development and Communications. IZA helps sustain the long-term global demand for zinc and its markets by promoting such key end uses as corrosion protection for steel and the essentiality of zinc in human health and crop nutrition. IZA was founded way back in 1990, but we started our India program in 2010 and thereafter we have undertaken many activities like Technology transfer to Zinc first users, Educating specifier's and decision makers regarding benefits of zinc for sustainable development. Recently we concluded two projects funded by United Nation's Common fund for commodities for Hot Dip Galvanizing and Zinc Die Casting units of India. Under this program our International experts like Dr. Frank Goodwin, Joseph Annett's and Mike Ainsley trained engineers and technicians working in production facilities and familiarized them with world's latest technology in order to increase productivity and world class quality. Also we are working very closely with Fertilizers association of India (FAI) for micronutrient fertilizers. "Zinc saves kids" is an initiative to improve the survival, growth and development of undernourished children by funding UNICEF supported programs around the world. We are also working very closely with CHAI and Bill and Melinda Gates foundation for eradicating malnutrition among children which is predominantly because of zinc deficiency.

