



PRESS RELEASE

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Vijayanagar: In a landmark event for the steel and construction industries in India, JSW Severfield Structures (JSSL), a 50:50 joint venture between India's JSW Steel and UK-based Severfield Reeve Structures, inaugurated its specialty steel plant to address the fast-growing needs of the Indian market.

With the commencement of commercial production at this plant, JSSL has catapulted itself into a trend-setting role for promoting greater usage of structural steelwork in India. In a country where the usage of steel is less than 1% in both commercial and residential buildings, as well as in all construction and infrastructure related projects, as compared to the usage in developed countries (50-60%), JSSL is aiming to bridge this gap by becoming a one-stop solution in steel construction.

By setting up the first fabricated steel plant in the country, JSSL has also ushered in a paradigm shift in the Indian construction and infrastructure sectors.

The plant's initial phase will produce 35,000 tonnes of fabricated steel per annum, and this is planned to be increased to 70,000 tonnes by the year 2012. Further expansion will be a reflection of the market at that particular point in time.

JSSL has already secured prestigious orders of very well known companies in India, including a 17-storey building in Bangalore, a 21-storey building in Mumbai and some industrial work, among other projects.

The biggest unique selling proposition (USP) of JSSL is its speed of construction, evident from the company's state-of-the-art facility that has been set up in record time, since it first broke ground in mid-November, 2009.

The facility will provide customers with a total package from design through to erection on site. All of these services will be undertaken in-house by the company and clients will be provided with single-point responsibility for their project's steelwork package.

The unit will source steel plates and galvanized products from JSW's plant at Vijayanagar. The factory will initially consist of two fabrication lines and a fully automated beam welding line, branded as the "Inidec" line.

JSSL is currently quoting for major projects all over the country and sees itself accumulating a healthy and sustainable order book that could pave the way for strategic expansion plans very soon.

About JSW Severfield Structures Ltd.:

JSW Severfield Structures Ltd is a 50:50 joint venture between JSW Steel, a part of Jindal Group, and Severfield Reeve Structures Ltd, a wholly owned subsidiary of Severfield Rowen Plc, UK's largest structural steel fabricator.

The business is involved in the design, fabrication and erection of structural steelwork, principally to service the Indian markets.

Severfield Rowen companies are already recognized as the best performing contractor in the field of structural steelwork fabrication and have an enviable reputation in the European markets.

JSW Group is one of the fastest growing business conglomerates with a strong presence in the core economic sector. The US\$5-billion Group's diversified interest includes steel, cement, energy, aluminium, infrastructure and logistics, minerals & mining, and information technology.

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