

RASHTRIYA ISPAT NIGAM LIMITED
VISAKHAPATNAM STEEL PLANT

NOTICE INVITING EXPRESSION OF INTEREST ("EOI")

FOR

MARKET STUDY AND DEVELOPING MARKETING
STRATEGIES FOR EXPORT OF RINL PRODUCTS

TO

SOUTH ASIA, SOUTH EAST ASIA, MIDDLE EAST,
EAST AFRICA AND SOUTH AFRICA

AND

ESTABLISHMENT OF MARKETING OFFICES

Date of Publication of EOI : 23-09-2014

EOI Submission by 13-10-2014 upto 1500 hrs (IST)

EOI Opening at 13-10-2014 upto 1530 hrs (IST)

1. PRIMARY INTENT OF THIS EOI

This EOI document presents RINL's intent to identify parties for appointment of International Consultant to undertake Market study and developing Market strategies for exporting RINL's products to South Asia, South East Asia, Middle East, East Africa and South Africa and establishment of Marketing Offices. This EOI is for inviting response from interested and potential Consultants/Companies who have currently requisite experience of Market survey and developing strategies in exporting steel products. RINL is planning to appoint well reputed and experienced Consultant/Company to carry out the above mentioned work.

The intent of this EOI is to identify the Consultant/Company who is capable of undertaking job in the most efficient manner. The Consultants/Companies shall clearly understand that participating in the EOI and showcasing of their experience/capability to RINL shall not construed as acceptance of the offer by RINL. RINL reserves the right to accept or reject any of the offer(s) of the participating bidders/parties.

2. INTRODUCTION TO RINL

The Company:

Rashtriya Ispat Nigam Limited (RINL) is a Navratna company under Ministry of Steel, Government of India, with a turnover of about Rs.13,500 Crores (US\$ 2.25 Billion). It has an Integrated Steel Plant viz. Visakhapatnam Steel Plant in India located in the port city of Visakhapatnam on the eastern coast

of India. The company is presently producing 3 million tons and doubling its capacity to 6.3 million tons for which the main production units have already been commissioned. RINL is the market leader in Long Products (TMT Rebars, Rounds, Structurals & Squares). The company has been accredited with ISO 9001 for Quality, OHSAS 18001 for Health & Safety, ISO 14001 for Environment and ISO 50001 for Energy Management System (first among all Indian Steel Producers).

RINL is already exporting around Rs.750 Crs. every year. As RINL is doubling its capacity to 6.3 million tons and since new products will be available from expansion, the company is looking for exporting the larger volume to existing and new markets in South Asia, South East Asia, Middle East, East Africa and South Africa and other countries and establishment of Marketing Offices.

3. EOI OBJECTIVES

RINL is expanding its production capacity to 6.3 million tons and looking forward to export its products to tap new markets. And RINL, being a shore based Company to have consistent presence in International market for existing products and new products envisaged from expansion. To know the export market potential for steel products, RINL plans to appoint International Consultant for Market study and Developing Market strategy for exporting its products to South Asia, South East Asia, Middle East, East Africa and South Africa and establishment of its Marketing Offices. Primarily, the objective of the EOI is to 1) Identify the Consultant/Company, who have requisite experience in International Market Survey and

developing marketing strategies and establishment of Marketing Offices.

2) Assess the capability of potential company with respect to experience in carrying out similar assignments, number of assignments in steel manufacturing industry conducted, knowledge on International market, capability to fulfil the objective of this EOI, etc.

4. NATURE AND SCOPE OF Work

- i) The Consultant/Company shall conduct Market Study and suggest appropriate Marketing Strategy for exporting the RINL's products to South Asia, South East Asia, Middle East, East Africa and South Africa and establishment of Marketing Offices.
- ii) The Consultant/Company shall provide the product-wise analysis and opportunities for RINL's products. While doing so, the Consultant/Company shall provide a detailed assessment of the Market Size / Steel Consumption and Demand for steel for each Region.
- iii) The Consultant/Company shall study and analyse geo-political position and logistics from India to the regions mentioned above including legal implications, legal formalities, banking channels, details of sanctions / entry barriers, Taxes/ Duty structure, if any, and current business transaction procedures, as applicable.
- iv) The Consultant/Company shall study and analyse the extent of competition for RINL's products in the regions mentioned above and from outside the regions in range of products of

the Company and identify the principal competitors along with their respective market shares.

- v) The Consultant/Company shall study and analyse the economic condition prevailing and future economic and industrial growth in the countries mentioned above in the context of growth opportunities for steel consuming industry in future.
- vi) The Consultant/Company shall advise RINL on entry strategies in the above countries.
- vii) The Consultant/Company shall advise RINL regarding opening offices in the countries mentioned above and also advise RINL on local rules and regulations in opening offices.
- viii) While undertaking the study, The Consultant/Company shall identify the Major countries/ Areas in the specified Region where the prospect of business related to the products mentioned exists and/or is viable.
- ix) The Consultant/Company may suggest other nature and scope of work as they deem fit in their presentation.

5. ELIGIBILITY CRITERIA

The interested parties must fulfil the criteria mentioned below and should attach documentary proof supporting the same.

- a) The registered Indian company OR a global company with branch offices in India for a minimum period of five years.
- b) The registered Indian company OR a global company must have 5 years experience in the field of Market survey / Market research and developing Marketing strategies. The

Company shall submit a list of number of assignments carried out and successfully completed.

- c) The Company should have yearly financial average turnover of INR 50 Crores (or USD 9 Million). The proof of Annual turnover should be either in the form of audited balance sheet or certification from Chartered / Cost Accountant firm along with audited Profit and Loss Account Statements indicating their membership / code number.
 - d) The short listed parties shall be required to make a detailed presentation of their experience and capability to RINL at convenient date, time & location decided by RINL, for which no payment will be entertained. And short listed parties have to submit estimated value (lump sum fee INR) for the scope of work as mentioned at para 4.
 - e) RINL reserves the sole right to qualify / disqualify the parties based on its evaluation and at its discretion and shall not be liable to provide reasons for the same.
6. The interested Consultants/Companies shall submit the EOI along with the following details in addition to the documentary proof stipulated in the above para.
- a) Name of the Company:
 - b) Name, Designation and contact details (Office address, phone / mobile numbers etc.):
 - c) Number of Assignments carried out so far (as mentioned at para 5):
 - d) Number of Assignments completed successfully and list of such assignments :

e) Write-up on 1) Profile of Company 2) A statement of capability to fulfil the objectives of this EOI 3) Any other information.

7. The EOI must be in English. The interested parties may submit their Expression of Interest (EOI) in sealed envelope superscribed "Expression of Interest for Market study and Developing Market strategies for Exporting of RINL Products" not later than 1500 Hrs (IST) on 13.10.2014. The sealed envelopes containing Expression of Interest (EOI) can be dropped in the tender box placed at the Office of the Deputy General Manager (Mktg) ITD, Rashtriya Ispat Nigam Limited, Visakhapatnam Steel Plant, Marketing Department, Exports Division, Admin Building, 1st Floor, Visakhapatnam- 530031, Andhra Pradesh, India.

Tel: 0891 2518226

Email : rinlexp@vizagsteel.com.

EOI shall be opened on 13.10.2014 at 1530 hrs (IST)

8. DISCLAIMER

The issue of this EOI, does not, in any way commit, or otherwise oblige RINL to proceed with all or any of the proposals received. The EOI request is not the subject of any process contract or any contractual obligation between RINL and the Consultant/Company/bidder. RINL may at its absolute discretion, elect to abandon any part or whole of the process without giving prior intimation to the applicant or potential Consultant/Company/bidder.

RINL reserves the right to consider or reject any proposal at any point of time without assigning any reasons, whatsoever.

9. Notice Inviting Expression of Interest (EOI) as downloaded from RINL's website containing all the pages duly signed by the Consultant/Company/bidder as a token of acceptance of the terms and conditions of EOI shall be submitted along with the offer.

DGM(Mktg)ITD
For Rashtriya Ispat Nigam Limited

List of products of RINL/VSP

- 1.0 Wire Rod Coils
Size - 5.5 mm to 14 mm
- 2.0 Rounds
Size - 16 mm to 80 mm
- 3.0 Reinforcement Bars
Size - 8 mm to 12 mm - Coil form
16 mm to 40 mm - in straight length
- 4.0 Angles
Size - 50 x 50 mm to 110 x 110 mm
- 5.0 Channels
Size - 40 x 32 mm to 200 x 75 mm
- 6.0 Beams
Size - 180 x 91 mm; 120 x 114 mm; 125 x 70 mm; 150 x 75 mm
& 175 x 85 mm
- 7.0 Flats
Size - 150 x 10 mm & 150 x 12 mm
- 8.0 Billets
Size - 65 x 65 mm; 75 x 75 mm & 90 x 90 mm

GRADES

- Blooms : Mild Steel/Low, Medium & High Carbon Steel, Forging Quality
- Billets : Mild Steel, Low, Medium & High Carbon, Spring Steel, High Mn & Forging Quality Steels.
- Rounds : Mild Steel, Low, Medium Carbon, Bright Bar & Forging Quality
- Rebars : Thermo Mechanically Treated (TMT) bars of different yield strengths
- Structurals : Structural Steel and High Tensile Steel
- Wire Rods : Low Carbon, Wire Drawing, Bright Bar, Electrode Quality, Cold Heading Quality, Tyre-bead and other High Carbon Grades.

PRODUCTS FROM RINL EXPANSION UNITS

1.0 Cast Blooms
Size - 150 x 150 mm; 200 x 200 mm

2.0 Cast Rounds
Size - 200; 280; 350

3.0 Forged Rounds
Size - 182 mm; 240 mm

4.0 Seamless Tubes
Size - All sizes & grades

5.0 Forged Wheels & Axles
(Details are at page 12)

6.0 Beams
ISMB size - 100 mm to 150 mm
ISJB size - 150 mm to 175 mm
ISLB size - 100 mm to 150 mm

7.0 Channels
ISMC size - 75 mm to 175 mm
ISJC size - 100 mm to 175 mm
ISLC size - 100 mm to 150 mm

9.0	Angles Size	-	55 mm to 100 mm
10.0	Flats Size	-	70 mm to 180 mm
11.0	Rounds Size	-	45 mm to 90 mm
12.0	Squares Size	-	45 mm to 80 mm
13.0	Wire Rod Coils Size	-	5.5 mm to 20.64 mm (coil weight 2050 kgs)
14.0	Reinforcement Bars Size	-	20 mm to 45 mm (in straight and coil form)

GRADES

Blooms	:	Mild Steel/Low, Medium & High Carbon Steel, Forging Quality
Billets	:	Mild Steel, Low, Medium & High Carbon, Spring Steel, High Mn & Forging Quality Steels.
Rounds	:	Mild Steel, Low, Medium Carbon, Bright Bar & Forging Quality
Rebars	:	Thermo Mechanically Treated (TMT) bars of different yield strengths
Structurals	:	Structural Steel and High Tensile Steel
Wire Rods	:	Low Carbon, Wire Drawing, Bright Bar, Electrode Quality, Cold Heading Quality, Tyre-bead and other High Carbon Grades.

Product Mix Envisaged for RINL FORGED WHEEL PLANT

Sl No.	Description	Bore, dia.	Wheel seating face dia.	Including flange dia.
1.	MG Coach	134	728	778
2.	Wheel Monoblock rolled (Rough machined)	238	1098	1160
	Wheel Monoblock rolled (Rough machined)	225	1098	1160
3.	Rough wheel for BG locomotive (Rolled)	200, 210, 225, 238	1096	1158
4.	Wheel drawing-Wheel Monoblock rolled (Rough machined)	208	1098	1160
	Wheel drawing-Wheel Monoblock rolled (Rough machined)	208	1096	1158
5.	Solid forged wheel for fiat type bogies (Rough turned)	184	918	978
6.	EMU stock	166	955	1012
7.	BG Coach	178	915	972
	BG Coach	165	918	978
8.	METRO Coach	213	840	897

RINL AXLE PLANT

Sl.No.	Item	Finished Axle max dia	Length (mm)
1	Wagon Axles (BOX N)	219	2516
2	Carriage Axles	178	Standard
3	Loco Axles	258	2473
4	25 T Axles	237	2487