

GOVERNMENT OF INDIA
MINISTRY OF STEEL

RAJYA SABHA
UNSTARRED QUESTION NO.2560
FOR ANSWER ON 20/12/2021

NEW MARKET TO MAXIMISE THE SALES OF STEEL

2560. DR. KANIMOZHI NVN SOMU:

Will the Minister of STEEL be pleased to state:

- (a) whether the Steel Authority of India Limited (SAIL) and the Rashtriya Ispat Nigam Limited (RINL) are focusing on opening new market, to maximize sales and high standards of customer services;
- (b) if so, the details thereof and the steps taken in this regard; and
- (c) the total production capacity, actual production, consumption and export of both iron ore and finished steel of all steel plants the country during each of the last three years, plant-wise?

ANSWER

THE MINISTER OF STEEL

(SHRI RAM CHANDRA PRASAD SINGH)

(a)&(b): Steel Authority of India Limited (SAIL) and Rashtriya Ispat Nigam Limited (RINL) are focussed on maximising sales through existing and new markets with continuous efforts to improve upon the customer services. SAIL has set up a country wide network of 4 regional offices, 37 Branch Offices, 41 Distributors and over 3340 Dealers to market their products. The distribution network of RINL includes Branch Sales Offices / stockyards at 23 locations under 5 Regional Offices and around 285 Rural Dealers. SAIL and RINL are supplying various grades of steel for construction of projects of national importance which include Railways, Metros, Power Sector, Bridges, Nuclear complexes and several others including manufacturing sector. SAIL and RINL have also undertaken proactive campaign to highlight the usage of products and their advantages in the community infrastructure in rural and semi-urban areas for boosting steel consumption in rural India eg. "Gaon Ki Ore". SAIL has also made efforts to improve customer services through launching of branded products with improved performance like "NEX" & SAIL "SeQR" range of Structural and Reinforcement Bars, Digital payment methods, Door delivery, Incentivization of local MSMEs around its plants etc. It has also extended additional services to Retail Customers through a 2-Tier retail network.

SAIL has exported various products to new international markets and has taken measures for exports such as commencing operations from Paradip Port, giving ease of operations to customers and increased number of containerized shipments for catering to smaller sized export orders.

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RINL has made Geo Mix and Product mix optimization sales while balancing Domestic and Exports sales components. In the domestic market, special attention is given to supplies to small scale manufacturers including MSEs. RINL has launched a new Portal “E-Suvidha” to cater to remote areas of the country. RINL has started selling material through E-Suvidha, on-line sale. This initiative is with a view to service requirement of every corner of Digital India through internet enquiry and door delivery provision.

(c) Details of the total production capacity, actual production, consumption, import and export of both iron ore and finished steel are at **Annexure**.

(Reply to point No.(c) of Rajya Sabha Unstarred Qn.No.2560 for answer on 20.12.2021).

I. **IRON ORE:** Details of production and export of iron ore is shown in the table below year-wise for the last 3 years:-

Production, Export of Iron Ore during last three years (in Million tonnes)			
Iron Ore	2018-19	2019-20	2020-21
Production	206.49	246.08	204.28*
Export	16.15	36.62	57.72
Source – For production: IBM, Nagpur, For Export: DGFT, *Prov.			

II. The total production capacity and actual production of Crude Steel of all plants in India during the last three years, plant-wise is as follows:-

Crude Steel						
PRODUCER	2018-19 (mt)		2019-20 (mt)		2020-21 (mt)	
	Capacity	Production	Capacity	Production	Capacity	Production
SAIL	19.13	16.26	19.63	16.16	19.63	15.21
RINL	6.30	5.23	6.30	4.75	6.30	4.30
TSL Group	19.40	18.40	19.40	18.53	19.40	17.20
AM/NS	10.00	6.81	10.00	7.12	10.00	6.70
JSW Steel Ltd.	18.00	16.74	18.00	15.97	18.00	14.78
JSPL	8.60	5.25	8.60	5.86	8.60	6.86
Others	60.80	42.21	60.37	40.75	61.98	38.49
Total	142.24	110.92	142.30	109.14	143.91	103.54
Source: Joint Plant Committee (JPC); mt=million tonnes						

III. **FINISHED STEEL:**

(a) Production, consumption and export of Finished Steel:-

Production, Consumption and Export of Finished Steel during last three years (in Million tonnes)			
Finished Steel	2018-19	2019-20	2020-21
Production	101.29	102.62	96.20
Consumption	98.71	100.17	94.89
Export	6.36	8.36	10.78
Source: JPC			

(b) Plant-wise total production of finished steel during last three years is given below:-

Finished Steel (alloy/stainless + non-alloy)			
PRODUCER	2018-19 (mt)	2019-20 (mt)	2020-21 (mt)
	Production	Production	Production
SAIL	12.70	12.44	11.09
RINL	4.24	3.59	2.69
TSL Group	18.20	18.69	16.56
AM/NS	6.78	7.02	6.61
JSW Steel Ltd.	15.56	15.08	14.05
JSPL	3.81	4.48	4.34
Others	40.00	41.34	40.87
Total	101.29	102.62	96.20
Source : JPC			