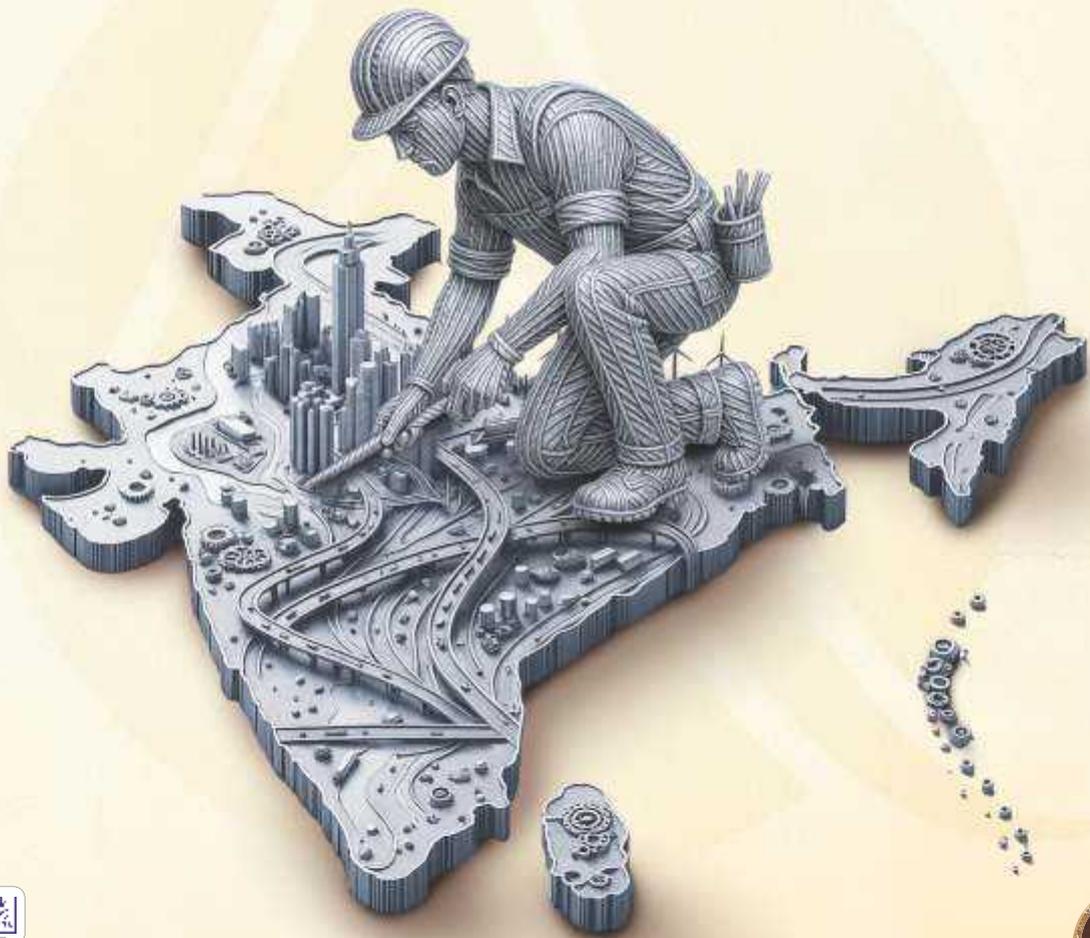




AMMAN-TRY

GROUP

BILLETS | TMT BARS | RINGS



CERTIFIED
ISO 9001:2015
ISO 14001:2015
ISO 45001:2018



IS:14650 IS:1786 IS:1786 IS:1786



AMMAN-TRY 550 0

TRUST OF NATION



Building Trust, Inspiring

GROWTH



Vision for a **DEVELOPED COUNTRY**

To be a trusted leader, creating value and respect among dealers, employees, Consumers and society at large.

VISION

To become a leading and reputed organisation, respected by all stakeholders such as Dealers, Consumers, Employees and Society at large.

MISSION

To provide the best products and services to customers through State-of-the-art Technologies and also by practicing the best business ethics to become useful to society.

GROUP JOURNEY

A Symbol of Trust in Nation Building ...



INTRODUCTION

AMMAN-TRY Steel Group was established in 1978 as a tiny unit for steel raw materials trading business. Since then, it has made remarkable progress over the past 47 years. The Group is now one of the leading steel manufacturers in Tamil Nadu and Andhra Pradesh, supplying products across South India.

AMMAN-TRY Group Started initially as a raw material supplier and as a trading organisation, which soon expanded into one of the biggest integrated steel plants with embedded quality, practice of excellence as first in the private sector in Tamil Nadu and then in Andhra Pradesh. **AMMAN-TRY** TMT Bars are the **AMMAN-TRY** Group's Trade Mark and the most popular steel brand in South India.

AMMAN-TRY Group has grown over the last four decades by expanding its network of 25 dealers to more than 500 dealers across South India. Now the brand has a significant share in the state of Tamil Nadu.

AMMAN-TRY Group thrives on Professionalism, Business Ethics, and Customer Delight of total satisfaction.

STEEL PLANTS TAMIL NADU AND ANDHRA PRADESH

AMMAN-TRY Group is one of the largest and most reputed companies in South India with Two Rolling Mill plants in Tamil Nadu and one integrated steel melting unit, billets making plant along with JAPAN KOBE BLOCK-MILL TECHNOLOGY fully Automated State-of-the-Art Rolling Mill Plant in Naidupeta, Andhra Pradesh.

CORPORATE OFFICE

AMMAN-TRY Group is Headquartered at Tiruchirappalli, Tamil Nadu, India. The Group Companies is engaged in the business of manufacturing of Steel Bars of various sizes and Structural steel Pipes and Tubes.

MAJOR PRODUCTS MANUFACTURED

AMMAN-TRY Group has been a pioneer in the steel industry by introducing new concepts, methods, and modern technologies in steel manufacturing with excellence and quality, and there by the **AMMAN-TRY** TMT Bars emerged as a major steel product in Tamil Nadu.

Steel Products Manufactured : Billets, TMT, Corrosion Resistance Steel (CRS) bars and Ready-Made Rings (RMS). These rolled TMT bars have diameters 8mm, 10mm, 12mm, 16mm, 20mm, 25 mm and 32 mm which are extensively used in building constructions and other civil works. **AMMAN-TRY** Group recently launched structural steel, AMMAN-TRY Pipes and Tubes for the South India Market. **AMMAN-TRY** TMT is a Trust of Millions of Customers.

FOUR DECADE MILESTONES

Highly Satisfied Customers and Timely Delivery of
Products is the Thumb Rule



1978
AMMAN Steel
Corporation

2000
Certified with
ISI Standard Quality
Certification Mark

2003
Established
First Steel
Melting Unit



1999
Established First
Rolling Mill Plant
at Tiruchirappalli,
Tamil Nadu

2001
Rolling Mill Division
Certified by
ISO 9001 by BVQI,
LONDON

2004
Launched TMT Bars
First in Tamil Nadu



MILESTONES

OUR JOURNEY SO FAR



2005

Established Green Energy of Wind Mills Generation Unit-1



2010

Established Third Rolling Mill Plant – 3 at Kancheepuram near Chennai

2007

Launched Corrosion Resistance Steel (CRS) Bars First in Tamil Nadu

2014

Launched product innovation of Production of Ready - Made Rings (RMS)

2006

Established Second Rolling Mill Plant at Tiruchirappalli, Tamil Nadu

2011

Established Steel Melting Plant for Billets at Naidupeta, Andhra Pradesh

2008

Established and commenced Production of Continuous Stand In Steel Mill

2015

Network of Dealers reached more than 300 across South India

2016

Establishment of Government Departments Supply & Anchoring of Market share of more than 15% in the TMT Steel Market.

2017

AMMAN-TRY Group Reached Turnover of Rs.800 Crores



2019

AMMAN-TRY Group Introduced a new grade of 500 D guard

2021

AMMAN-TRY Group Introduced new grade of 550 D - Extra Ductility

2022

AMMAN-TRY Group Commissioned South India's Biggest Automatic Rolling Mill to Produce Premium TMT Bars in Block Mill Technology - JAPAN's Kobe Advance Technology.



2024

AMMAN-TRY Group Launched Structural Steel Pipes and Tubes for the South India Market



AMMAN-TRY

GROUP'S EXCELLENCE

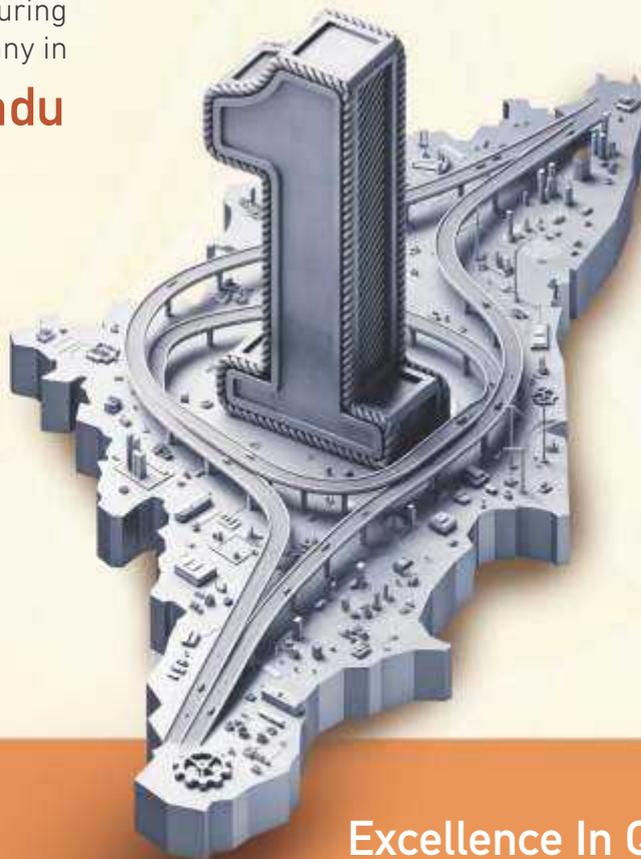
Pioneer in the STEEL Industry with Cutting
Edge Technologies and Concepts

- We produce 100% ISI-marked Steel products since the year 2000.
- We have been certified with an ISO Certificate since the year 2001 as the FIRST in the state.
- We produce TMT Bars and Rods since the year 2004.
- We produce CRS Bars and Rods since the year 2007.
- We produce Readymade Steel Rings (RMS) since the year 2014.
- We impart skills training to bar benders / engineers for skills upgradation on steel products.
- We are the First in the Tamil Nadu Steel Sector to Introduce a Quarterly Magazine in Tamil.
- We are the first in Tamil Nadu to get IMS Certifications (ISO) for the steel plant.

FIRST

TMT Manufacturing
Private Company in

Tamil Nadu



Excellence In Quality



AMMAN-TRY GROUP

A MARKET LEADER

Building Excellence, Leading with Pride

Over the years, the AMMAN-TRY Group has reinvented itself with innovation in products and excellence in quality for changing times and market demands, with persistent challenges. The Group has grown to set its high standards with branding values and benchmarks in the market as the leader in the ISI bars segment.

- AMMAN-TRY Group Emerges as One of South India's Leading Companies.
- AMMAN-TRY Group has a Dealer Network with more than 500 dealers across South India.
- AMMAN-TRY Steel Group has a vision for diversification to produce the steel tubes and pipes segments on a large scale.



Vision to Leadership





Mr. SP. Muthuramalingam

GROUP CHAIRMAN

Mr. S.P. Muthuramalingam is an energetic entrepreneur who started the AMMAN Steel Group with a vision for larger establishments and continues to provide seeds for growth and development. He has achieved greater heights of success in a short period. His success lies in his desire to be the best in every aspect of the business and in meeting the demands of diverse customers. He always aims for complete satisfaction for all kinds of customers.

Mr. M. Somasundaram

GROUP MANAGING DIRECTOR

Mr. M. Somasundaram is managing the whole affairs of the AMMAN-TRY Steel Group. He has reinvented the AMMAN Steel into AMMAN-TRY Steel Group with a holistic approach of diversification for the growth and development of the companies. With a humble background as a young graduate, he started a Steel Rolling Mill in 1999 at Tiruchirappalli, subsequently another plant in Tiruchirappalli, and also a integrated plant with billets production and rolling mill plant in Andhra Pradesh. With his able leadership at AMMAN-TRY Steel Group, he has implemented big plans that include above three new ventures.

Under his dynamic leadership, the AMMAN-TRY brand reached a prominent place in Tamil Nadu Construction Industry and now across South India. He is now expanding the Group's Brand into neighbouring states in South India. He is a trendsetter and played a vital role in creating sustainable awareness about the product and quality consciousness among the public. He coined the famous "Fe 415 Grade" in 2001 amid resistance from the market, and eventually, all other players followed in his footsteps. The Group employs around 1000 people and also aspires to create more employment opportunities for another 1000 people in the next 5 years. His vision is to make the AMMAN-TRY STEEL Group among the Top 5 STEEL Companies in South India in next 5 years.

Notably, as a continuous social welfare services provider for the past 10 years, he has adopted more than 500 school childrens in and around the Trichy and Naidupet region, assisted and supported their quality education continuously



Mrs. **Vanitha Somasundaram**

DIRECTOR

She leads the AMMAN-TRY Group with a range of profile including the administration among other aspects and helps as an professional team builder. After working with the diversified, high performing, and balanced teams, she has realised that it's a perfect learning ground for a relentless professionals like her. She is proud to be part of the organisation and continues to strive for better team works.

With AMMAN-TRY Group's well-structured teams, experts from various fields in the profession and a strong and clear visionary on the top, she strongly believes that it would not be too long for the firm to be rated among the top firms in India. She also leads the marketing team with strong convictions that constant reach out to the focused segments of markets makes big difference in the markets.



Mr. **Basoor Nataraj**

Executive Director

He is a Metallurgical engineering graduate and has over 40 years of professional experience in steel sector India and abroad with strong exposure to manufacturing process and operation. He has served in various senior capacities and dealt with hands-on experience in reputed organisations. His core expertise includes Quality, Quantity Cost and Waste Management (QQCW), along with plant Administration Integrated Steel Plants, DRI, POWER PLANT, STEEL MELT SHOP and ROLLING MILL. His rich experience in strategising business activities to enhance manufacturing and process capabilities, training, implementing Quality procedures, and ensure adherence to pre- determined processes are vital in our production and operations.



VISIONARY TEAM



Mr. V. Muruganantham

Director

Group Operations and Vice President (Finance & Sales)

He leads the Finance and Sales Teams at AMMAN-TRY Group. He has over two decades of experience in the field of finance and sales in the steel sector. He feels honoured to have grown to a senior position in a well-organised and top steel company. AMMAN-TRY Group believes in teamwork and has moved upto the extra mile to deliver the best. It gives great platform to grow, achieve, and excel.



Mr. Vishwanathan Arunachalam

Chief General Manager (Finance and HR)

He strongly believes in the mission of AMMAN-TRY Group and always strives to contribute to the development of high - quality standards and guidance ,contributing to the development of strong professional organisation team building, accounting, and finance practices with high quality practices. Being an effective organisational leader and a key member of senior management, he makes balanced approaches towards the responsibilities with stewardship.

Highest level of Purity

Manufactured from Iron ore,
Our TMT bars have the highest
Grade of Purity

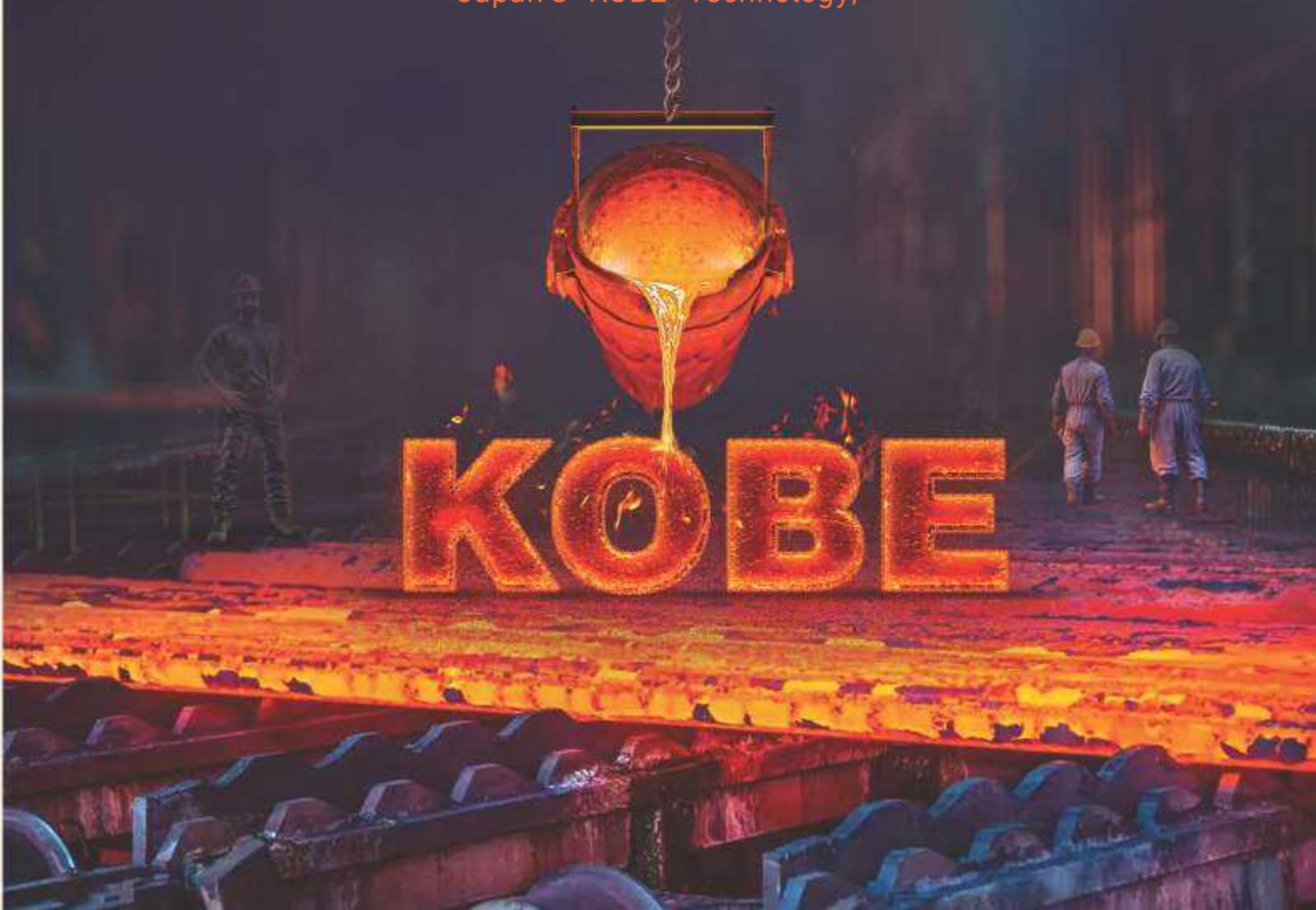


AMMAN-TRY GROUP QUALITY POLICY

AMMAN-TRY Group is committed to:

- Adoption of state-of-the-art technologies and Manufacturing excellence
- Production of High-Quality Billets with precision of Steel melting system
- Supplying High-Quality TMT bars with state-of-the-art technology
- CRS bars production, Readymade Steel Rings (RMS) production
- Grades of 500 guarD TMT bars and 550 D TMT bars, Affordable price and maximum customer satisfaction.
- Strong networks for quality awareness among frontline workers of construction sector Bar bendars , Civil Engineers, etc.

**Fully Automated Block Mill concept of
Japan's "KOBE" Technology,**



NATIONAL AND INTERNATIONAL CERTIFICATIONS AND STANDARDS

Quality of the products has always been the prime focal of AMMAN-TRY Group. In order to provide cost effective and high quality products to the customers, the Group has got certified with several national and international standards, quality certificates and license.



Integrated Management System (IMS)

- ISO 9001:2015- Quality Management Systems
- ISO 14001:2015- Environmental Management Systems
- ISO 45001: 2018- Occupational Health and Safety (OH&S) Management System

Bureau of Indian Standards (BIS)

- IS 1786 : 2008 - TMT Bars
- IS 14650 : 2023 - Billets
- IS 1239 : 2023 - Pipes and Tubes
- IS 4923 : 2017 - Pipes and Tubes



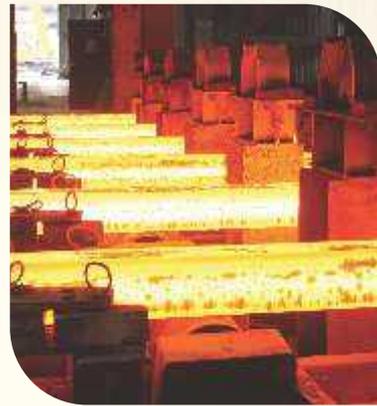
SPONGE IRON



30 TON STEEL
MELTING FURNACE



110 X 110 mm²
BILLETS



FULLY AUTOMATIC HORIZONTAL / VERTICAL NO TWIST BLOCK MILL



TMT BARS



ARIEL VIEW OF INTEGRATED STEEL PLANT



AWARDS AND RECOGNITIONS

The top management's relentless steady focus has immensely contributed to a wide spectrum of authorised dealers' network across the South India through which AMMAN-TRY TMT bars are sold in retail. There is perennial demand for our product throughout the year from our strong dealership network.

- The Government of Tamil Nadu (Department of Industries and Commerce) had awarded Mr. M. Somasundaram as "**BEST ENTREPRENEUR**" for the year 2006 - 2007.
- The CII (Confederation of Indian Industry) notable had shortlisted panel of judges Mr. M. Somasundaram as one of the after "**Tamil Nadu Emerging Entrepreneur Award**" after a meticulous process in 2009.
- Mr. M. Somasundaram was the Chairman of CII Trichy Zone for the year 2022 - 2023.
- AMMAN-TRY has been awarded for Zero - Failure TMT BARS by Bureau of Indian Standards (BIS) Both in Tamil Nadu and Andhra Pradesh plants.
- AMMAN-TRY Group has been awarded with "**CIDC Partners in Progress Trophy Award**" at the 15th CIDC Vishwakarma Awards 2024 held at New Delhi by the Construction Industries Development Council (CIDC), NITI AAYOG, Government of India, New Delhi.

ENLISTMENT AND PRODUCT APPROVED BY CENTRAL AND STATE GOVERNMENT DEPARTMENTS

Recognising the product quality and excellence in the industry, the Central and State Government departments and organisations have approved the products of AMMAN-TRY Group for the various civil construction projects. The following are the major State and Central Government Departments which have approved/enlisted the products of AMMAN-TRY GROUP:

- Chennai Metro Rail Corporation Limited (CMRL), JV of the Government of India and the Government of Tamil Nadu
- Construction Industry and Development Council (CIDC), NITI Aayog, Government of India Larsen & Toubro Limited, Chennai
- Public Works Department (PWD), Government of Tamil Nadu
- Tamil Nadu Housing Board (TNHB), Government of Tamil Nadu
- Tamil Nadu Police Housing Corporation (TNPHC), Government of Tamil Nadu
- NLC India Limited, Government of India
- Government e-Marketplace- GeM Portal, Government of India
- Kochi Metro Rail Limited, JV of the Government of India and the Government of Kerala (Through Online)

APPROVED BY CENTRAL AND STATE DEPARTMENTS



AMMAN-TRY GROUP COMPANIES

AMMAN-TRY has a well -recognised TMT Bars brand at an affordable price, its Group competitiveness along with the best quality. Over the years, the blend of quality and competitiveness has been maintained consistently. AMMAN-TRY TMT bars, with their meticulous efficiency, unequalled economy, and quality, were able to satisfy the consumers. The stakeholders in the construction industry across the state recognise our product for excellence in quality, awareness creation and cost effectiveness.

CORPORATE OFFICE

AMMAN-TRY STEELS (P) LTD.,
No.15816, Mannarpuram Main Road, Mannarpuram, Trichy-620 020
Email: admin@ammantry.com | info@ammantry.com | Ph:0431-2420022

REGISTERED OFFICE

AMMAN -TRY TRADING COMPANY (P) LTD
46C Usman Ali Street, TVS Tolgate, Trichy- 620 020
Email: ammantrytrading@ammantry.com

RAW MATERIAL DIVISION

AMMAN STEEL CORPORATION
25/7, Kajapettai Main Road, Trichy-620 001
Email: ammangroups@yahoo.com | Ph:0431-2463225

MELTING AND ROLLING MILL-3

AMMAN-TRY SPONGE & POWER (P) LTD.,
Sirasanambedu Village, Pellakuru Mandal, Naidupet - 524 129,
Tirupati Dt. Andhra Pradesh | Ph: 85559 72490

ROLLING MILL-2

AMMAN-TRY STEELS (P) LTD.,
Kumbakurichi, Erangudi Road, Fathima Nagar, Trichy-620 012
Email: steel@ammantry.com | Ph: 99655 13347

ROLLING MILL-1

SHRI AMMAN STEEL & ALIED INDUSTRIES (P) LTD.,
Silampudayanpatti Road, Nagamangalam, Trichy-620 012
Email: sasai@ammantry.com | Ph:0431-2680411/22



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