

PRIMEGOLD



550D TMT



PRIMEGOLD-SAIL JVC LIMITED

PRIMEGOLD

PRIME GOLD-SAIL

ASSOCIATION



PRIME GOLD-SAIL JVC LTD.

is a joint venture company of Prime Gold International Ltd. and Steel Authority of India Ltd. (SAIL).


The association is aimed at manufacturing world class steel TMT bars for prestigious high-rise/infrastructural projects and penetrate further the vast rural market with un-surpassed quality steel at affordable price. The superiority of the steel being manufactured under the name of Prime Gold is unquestionably matchless and also an epitome of pure steel with National brand name attached.

QUALITY STANDARD

PRIMEGOLD



COMPARISON CHART

| Properties/Composions | India (IS:1786) |  PRIMEGOLD 550D | Tata Tiscon TMT (as per Brochure) |
|--------------------------------|-----------------|---|--------------------------------------|
| Properties/Composions | Grade Fe-500D | Grade Fe-550D | Grade Fe-500D |
| Mechanical Properties | | | |
| Proof Stress | 550 mpa | 575 mpa | 540 mpa |
| Tensile Strength | 600 mpa | 635 mpa | 600 mpa |
| Elongation | 14.5% min. | 18% | 18% |
| UTS/YS Ratio | 1.08 | 1.10 | 1.15 |
| Chemical Properties (%) | | | |
| Carbon | 0.25 Max. | 0.17-0.23 Max. | 0.250 Max |
| Sulphur | 0.040 Max. | 0.030 Max. | 0.035 Max. |
| Phosphorus | 0.040 Max. | 0.030 Max | 0.035 Max. |
| S+P | 0.075 Max. | 0.060 Max. | 0.070 Max. |
| CE | 0.61 Max. | 0.51 Max. | 0.40 Max |

CHAIRMAN'S MESSAGE

I, as Director of Prime Gold- SAIL, strive to bring an evolution in steel industry of India with my dedicated approach towards creating products using state of the art technology. Each of my efforts is to maintaining outstanding, cost-effective and strategic production.

With growing national concern about the strength and endurance of high rise buildings and huge architectures in our nation after the recent calamities, it has become even more essential to provide the best in real estate sector. We have been pioneers in delivering the best and highest quality TMT, Cement and other products in all these years. However, to respect and value the trust of our patrons, we have added the reliance of SAIL and have become a 'Joint Venture' in order to ensure quality of steel produced is not only promised in terms of mere words but a brand as well. Together with our skilled team, we aim to give the future of nation a concrete foundation. This is why we have come up with a strong solution for the infrastructure of the country by developing PRIME GOLD-SAIL as a brand that can be rightly called as –INDIA KI BACKBONE!!!

Shri Pradeep Aggarwal
Chairman
Prime Gold-SAIL JVC Limited



THE DYNAMIC FORCE

BEHIND THE GROUP

SHREE PRADEEP AGGARWAL'S JOURNEY

- 1984 Steel Trading in Muzffarnagar, UP
- 1987 Set up Bhagirathi Rolling Mill Muzaffarnagar, UP
- 1990 Expanded TMT Trading in Delhi
- 1994 Automatic Rolling Mill of famous Brand, Bhiwadi, Raj.
- 1996 Launched famous Brand TMT
- 2001 Started Franchisee Business in first time in India
- 2002 Set Up Integrated Rolling Mill at Ajmer, Raj.
- 2003 Launched High Quality Cement in Market
- 2004 Launched S. S. Pipes for Sanitary Industry first time in India
- 2006 Established Primegold International Ltd. in Bangalore
- 2008 Launched Prime Gold Steel Brand
- 2012 Joint Venture with Steel Authority of India
- 2013 Started Prime Gold Steel, Sikandrabad , UP
- 2015 Prime Gold-SAIL JVC Gwalior, established
- 2018 Launched Primegold550D made from Primary Steel



BOARD OF MANAGEMENT



Shri Pradeep Aggarwal

Shri Pradeep Aggarwal is a name to reckon with. Known for his vision and commitment in every endeavour, entrepreneurial spirit, providing righteous products to the customers and ensuring profits of all his associates, he has rewritten the rules and ushered in a new era of manufacturing, marketing and distribution in Steel Industry. Also he has multiplied the success by manufacturing/ marketing of premium construction related products, like Steel, Cement, S. S. Water Pipes & Fitting, Paints etc. towards meeting the growing demands of building/ infrastructure development.



Smt. Geeta Agarwal

With Post Graduate degree and an experience of 16 years in management, Smt. Geeta Agarwal is the Director of the company and manages the overall operation of Prime Gold S.S. water pipes. She has been guiding & supporting force in Group



Shri Achin Agarwal

Graduate in International Business from Manchester (UK), Finance & Economics. Shri Achin Agarwal is the CEO of the company, with an experience of 8 years in plant operation, management & marketing he has already proven himself as the pioneers in bringing out the best operations and is well managing the operations.

**Shri Pulkit Agarwal**

Having completed his graduation in Business Administration from SMU University Dallas (USA), Shri Pulkit Agarwal is CEO, managing promotional activities and business development as the dynamism runs in his blood. Currently he is managing Prime Gold International Ltd. (Unit in South India). With the zeal to provide the best in industry and build a strong and concrete future of nation, he is all determined to execute and utilise state of the art technology to manufacture high quality construction products.

**Shri R. K. Gupta**

Mr. R. K. Gupta is the Director of Prime Gold-International Ltd. and takes care of franchise units of TMT Bars all across India. He is a graduate in commerce and has a high profile experience of 25 years in Banking sector.

**Shri Ramesh Tiwari**

Mr. Ramesh Tiwari is the Chief Financial officer of the company his aggressive working style and strong decision making capability has earned him a reputation of being one of the strongest leaders with in the organisation. He is well known for his in depth analysis and through detailing.

He has having professional degree in commerce from I.C.A.I , Kanpur with a career spanning almost two decades in finance, legal & secretariate and commercial.



Prime Gold-SAIL promise concrete and strong future of infrastructure of the country with pure and unsurpassed steel quality. The long built trust on the quality products manufactured by Prime Gold has attained more strength with the premium SAIL quality now offered.

Application



High-rise Buildings

Prime Gold-SAIL brings unmatched strength to high-rise buildings in the country with the rising residential demands. With the supreme quality TMT Steel Bars, the company provides a confidence to develop sky-touching future of India.

National Highways/Bridges

Apart from contributing to the real estate sector, Prime Gold-SAIL is all geared up to meet the demands of the infrastructure and public transport needs. National Highways being the lifeline of connectivity, the company ensure the quality construction. In addition, the company adds strength to the ever increasing bridges in several cities for the easy movement of vehicles.



Malls/Residential Complexes

The development boom needs extra confidence with the type of construction materials used while building shopping malls and arcades. Prime Gold-SAIL is successfully serving the needs in this sector as well with great pride and trustworthy approach.

PROCESS CHART



1

MINING



2

SPONGE



3

FURNACE



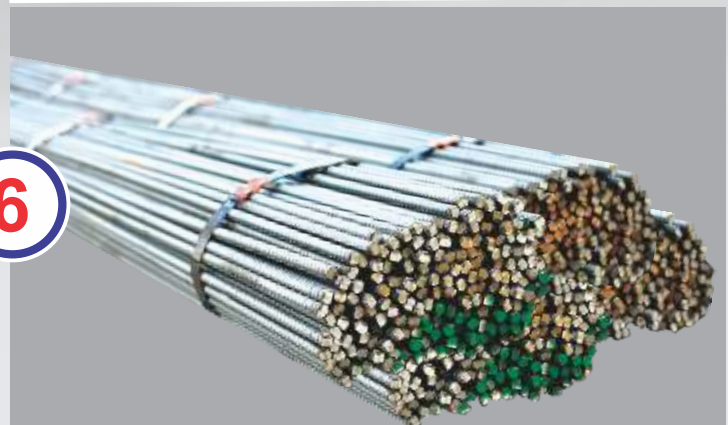
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BILLETS



5

ROLLING MILL



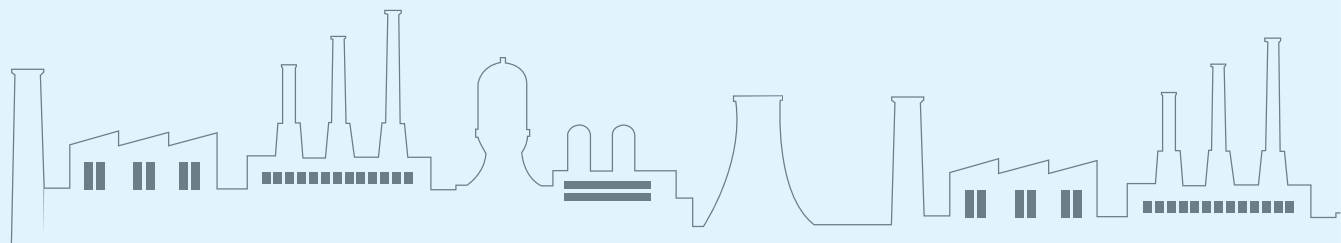
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TMT BUNDLE



PRIMEGOLD

FEATURES



Excellent Uniform Rib Pattern

Prime Gold-SAIL TMT Bars have precise, uniform rib pattern engraved through computer controlled notch making machines, which results in excellent bond strength with concrete.



Superior Weldability

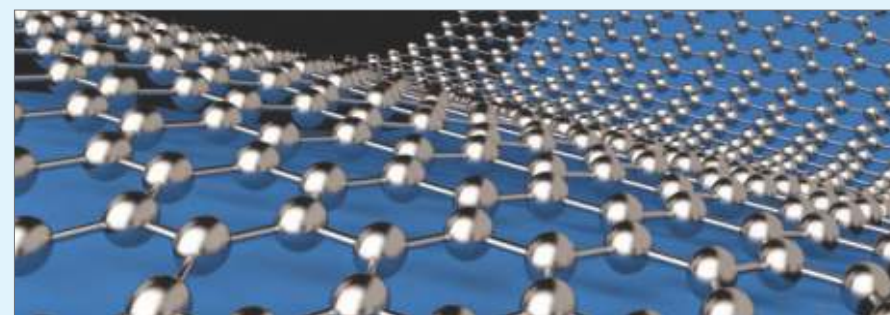
Low levels of carbon ensure easier and faster welding without preheating. This means stronger and safer weld joints & reduction in wastage during welding at site.



Earthquake Resistant Properties : High UTS/YS

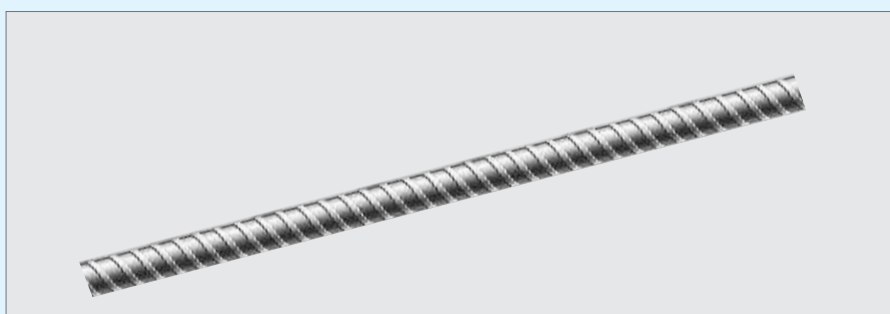
Prime Gold-SAIL TMT Bars are proven to have higher resistance to cyclic loading conditions and are recommended in earthquake prone areas due to their superior seismic resistant properties.

Prime Gold SAIL TMT meet international specifications for the UTS/YS ratio thus imparting them with strength and high ductility.



Excellent Bendability

Due to the highly controlled process that ensures a microstructure with a soft (ferrite and pearlite) core, Prime Gold -SAIL TMT Bars have excellent bendability (in spite of their high strength). This facilitates easy bending, making work easier and faster at construction sites.



Corrosion Resistant

The parallel rib pattern in Prime Gold-SAIL TMT Bars created in the final finishing eliminates the chance of torsion residual stress. This coupled with low carbon content leads to superior corrosion resistant properties as compared to ordinary TMT.



Greater Resistance to Fire

The quenching and self-tempering treatment at a temperature of approximately 650°C results in a consistent and thick layer of tempered martensitic-rim on the outer surface of Prime Gold-SAIL TMT Bars. This imparts higher capacity to retain strength at elevated temperatures.

CORPORATE SOCIAL RESPONSIBILITIES

PRIMEGOLD





5/2, Punjabi Bagh Extn., Club Road, New Delhi-110026
Ph.: 011-47760000, E-mail : enquiry@primegoldgroup.com, www.primegoldgroup.com