

Sun Mark Stainless: the evolving arm of Sunrise Group



Inside one of the sprawling Sun Mark Stainless mills.

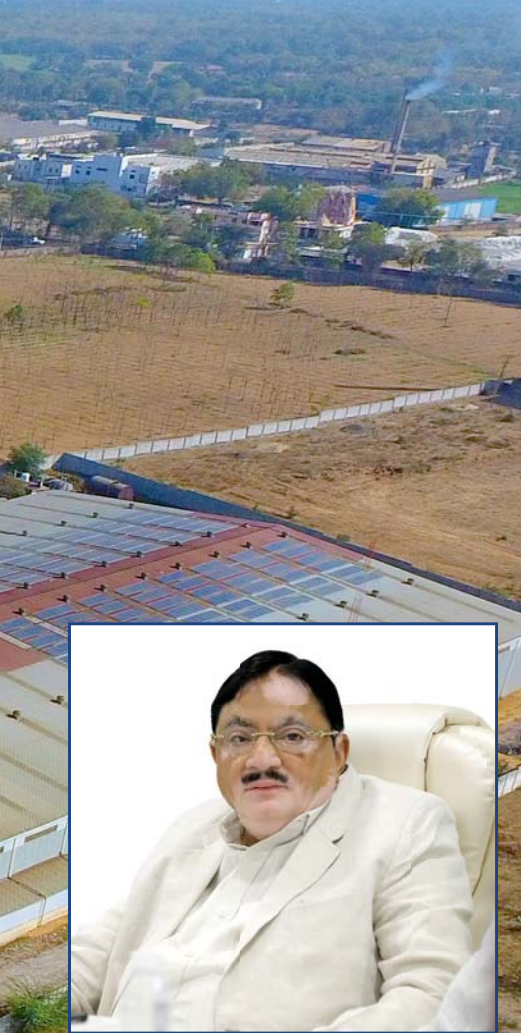
What does trust, reliability, and commitment look like in the global stainless steel market? For Mr. Pratik Shah of Sun Mark Stainless, the answer is best given in the form of an anecdote: “In 2014, a client placed a large order with us. Then the market price suddenly increased by more than \$500 per ton before the order had been processed. But there was never a word spoken about trying to renegotiate the prices agreed upon, because if we take care of the client, if we take care of each other in difficult market situations; we are fulfilling our commitment as a company.” Unsurprisingly, with an attitude like this, Mr. Pratik and his brothers- Mr. Ruchit & Mr. Jignesh have led Sun Mark to tremendous success over the past 6 years, building on a legacy that began with their father’s company, Sunrise Group, in the late 1970s.

By Daniel Sweet

Mr. Mahendra Shah founded the Sunrise Group in Gujarat over 42 years ago, choosing to name his company after a universal symbol of birth, growth, and awakening. The company has lived up to its inspired name, becoming a conglomerate made up

of four individual businesses, each successful in their own right, with approximately 1,500 total employees in India. The Sunrise Group supplies high quality stainless steel products to companies within India and abroad, catering to markets in the oil and

gas, petrochemical, construction, engineering, agricultural, nuclear and thermal, paper and pulp and shipbuilding industries. 80% of their business is in exports—spread across 23 countries—while domestic sales comprise the remaining 20%.



"It took me 40 years to build the reputation and goodwill that Sunrise Group has today. I am very proud that the next generation is taking it forward with the same passion, energy, and zeal!"

*Mr. Mahendra Shah,
founder of Sunrise Group*

Several years ago, Sunrise Group became a family business when Mr. Mahendra Shah was joined at the helm by his two sons--Mr. Pratik Shah and Mr. Ruchit Shah--as well as his nephew, Mr. Jignesh Shah. Emulating their father's leadership, the brothers made the customer a central focus of the company, but they also introduced innovative changes to the Sunrise Group business model that has fostered rapid growth. The Group's total turnover leapt from \$100 million in 2015 to \$170 million

Visit Sun Mark at Tube 2020

Sun Mark Stainless will be exhibiting at the Tube 2020 event in Düsseldorf, Germany. Meet them in Hall 3, stand E42.



For Sun Mark Stainless, teamwork at all levels of the business is vital to success.

in 2019. Plans to accelerate this already impressive rate of growth are being continuously implemented. A major aspect of the Shah brother's strategy entails a continued focus on Sunrise Group's subsidiaries like Sun Mark Stainless.

Forward Integration and Sun Mark Stainless

Seeking to widen the Sunrise Group product portfolio through forward integration, the Shah's created Sun Mark Stainless in 2014. Sun Mark became operational in 2015 and primarily focuses on manufacturing stainless steel welded Pipes & Tubes for the ever evolving and expanding needs of the Indian and international markets. In addition to welded Pipes & Tubes, output from Sun Mark includes stainless

steel coils. Most recently, the company has added butt weld fittings to their line. As Mr. Pratik explained, "we wanted to add another product downstream, and by using our own pipes and tubes to create the stainless steel Butt Weld fittings, we are able to guarantee their quality." These fittings come in a variety of shapes, including elbows, reducing tees, equal tees, end caps, and concentric and eccentric reducers. In just a few years, Sun Mark has morphed from a boardroom strategy into the largest manufacturer of stainless steel welded pipes & Tubes in India. This growth was made possible by the construction of a new, state-of-the-art production facility in Gujarat, currently operating at around 60,000 tons per year. The facility includes 21 Tube Mills for welded pipes and tubes, with



One of Sun Mark's 16" NB pipe mills.



1800 mm wide slitting line at Sun Mark.

plant machinery sourced from leading Taiwanese Machine manufacturers. The pipes welded in the facility range from 1/2" NB (21.34mm) to 16" NB (406.40mm) to SCH 5, 10, and 40, mainly in grade 300 series. They come in the ASME, ASTM A312, A778, A269, and A270 specifications, equivalent to EN and DIN standards.

In terms of butt weld fittings, the facility produces the same size and grade range as their welded pipes, though these are offered in the full suite of ASTM and EN standards.

Mr. Shah noted when discussing Sun Mark's facilities that in addition to the quality products produced, the company is dedicated to providing a healthy and happy working environment for their employees. "We place employee safety above all else, because we believe that a positive working environment leads to positive results. We have been rewarded for our

culture by our dedicated staff, who are truly invested in our company's success and growth. Ensuring the happiness and safety of our staff and in turn, the happiness and financial stability of our associates' families, is one of the most rewarding aspects of our work."

Expansion in Sun Mark Stainless

Mr. Shah pointed out that in April 2019, the Sunrise Group erected an additional seven pipe mills—including a larger diameter mill that can produce up to 16" NB SCH 40—to bolster Sun Mark's production capacity. The additional mills are outfitted with in-line annealing equipment and are capable of both hydrostatic and eddy-current testing. Due to this expansion, there has been a significant reduction in lead times, allowing Sun Mark to bring several major projects to completion with leading end users.

Quality Assurance and On-time Delivery

In discussing Sunrise Group's holdings, Mr. Pratik Shah continuously returned to the theme of trust, reliability and commitment, emphasizing the rigorous quality check system in place at every Sunrise Group facility. "Making a welded pipe or tube is not rocket science," he said, "but getting the

Products:

- Welded pipes & tubes
 - 1/2" NB to 16" NB
 - ASME / ASTM A249 / A 269 / A270 / A2554 / A312 / EN 10217-7, Equivalent to EN & DIN Standards
 - 0.9 mm to 9.53 mm Sh5 / Sh10 / Sh40
 - Grades 201 / 304 / 304L / 316 / 316L / 321
- Coils
 - 2.5 to 12.0mm thickness – No. 1 Finish
 - 0.50 to 2.00 mm thickness – 2B Finish
 - Grade 304/304L, 316L
- Butt weld fittings
 - End caps
 - Elbows 90° long radius, 45° long radius
 - Concentric & eccentric reducers
 - Equal tees & reducing tees

highest quality product to the customer on time and in full is no easy task." Sun Mark has implemented new systems for quality assurance. The process begins on the production floor, where workers carry handheld X-ray fluorescent analysers that quantify the purity of every product. This allows them to spot-check goods before they are ready for packaging. Every item that leaves production is then bundled with color-coded tape to differentiate 304/L and 316/L shipments. This gives Sunrise Group employees and customers alike a visual reference when surveying the large orders that pass through the facilities every day, ensuring efficient processing and thus on-time, error-free and in full delivery. Pratik views this as a key competitive advantage and remarked, "Always under commit, over perform." The Shah brothers continue to embrace the use of digital technology throughout the Sunrise Group. Sun Mark facilities are now using QR codes for product traceability and live tracking of the material in process

Mr. Shah listed some of the important milestones he hopes Sun Mark will achieve in the coming years:

1. From domestic leader of Stainless Steel welded pipes and tubes now to shine Globally with recognition as Global leader in next decade.
2. Participate in another innovative and successful joint venture.



Sun Mark facilities are using QR codes for product traceability and live tracking of the material in process and labelling. In addition, every item that leaves production is bundled with color-coded tape to differentiate 304/L and 316/L shipments.



#TeamWorkMakesTheDreamWork

and labelling. Each product coming out of process comes with a QR code containing a number of data points: from the bundle's specification, grade, size, heat number and product code to the customer's purchase order number and shipping date. Each employee has unique QR code for himself as his ID along with each machine defined with its own unique QR code.

Portable QR scanners that employees have allow them to access this information from the production floor, and the easily readable codes on the packaging allow end users to quickly access details about their purchase. Equally important to Sun Mark's on-time delivery and customer satisfaction is their custom-built online platform, which allows purchasers to check the status of ordered material in real-time. Also stored in the online system are documents pertaining to the order, which remain accessible to customers for 5 years after the order is successfully delivered. This gives users the ability to track their products back to the source and provides peace of mind, with a backup of all important document records only a few clicks away.

Certifications

Sunrise Group's renewed focus on quality assurance has earned them

positive reviews and successful audits from customers, but it has also earned them coveted certifications from major industry regulators.

TUV Nord has granted the Sunrise Group and its subsidiaries certifications like the ISO 9001-2008 and ISO 14001-2004, the BS OHSAS 18001-2007, the PED 2017. Of particular note is the Group's AD 2000 Merkblatt W0 UL certification (NSF 61 /NSF 372 - Drinking Water System Components), as theirs is the only mill in India to achieve it.

Joint Venture - Chromeni Steels

The Sunrise Group signed a joint venture with Tsingshan Group and Formed Chromeni Steels in 2017. (the subject of last month's *Stainless Steel World* cover story). Sunrise Group also manages several other companies, including Sunrise Stainless, Shah Foils, and Steelora.

Global presence and future goals

In a reflection of the new generation's global mindset, the Shahs have attended numerous international conferences and trade shows over the past few years, and their positive reception at these venues is a major source of pride for the group. Shows attended include the 2014, 2016 & 2018 TUBE Exhibitions in Dusseldorf, Germany, the 2015 Stainless Steel World Conference and Expo in



As a result of Sun Mark's expansion, lead times have been reduced considerably.

A special thanks



Mr. Alan Lipp- CEO, Merit Brass; a customer and someone who has also played a very important role in mentoring Mr. Pratik Shah, ensuring his professional and personal growth at every stage of life. A journey without him would not have been so successful!

Maastricht, the Netherlands, and South Korea's Metal Week in 2016 and ADIPEC - 2019 - ABUDHABI. By personally representing Sunrise Group the Shah brothers have been able to showcase the best of their companies have to offer; it has also provided them with crucial introductions to several global clients.

As a result of their international interfacing, the Sunrise group and its subsidiaries now have dealings with companies all around the world. Their presence in the United States is notable. They also have contracts with companies across Europe, Turkey, Brazil, Australia, Canada, South America & Mexico. When asked what kind of feedback Sunrise Group has received from their domestic and international clients, Mr. Pratik Shah said that their best reviews come in the form of returning customers: "When a customer keeps buying from us, their action speaks for itself: we know they are satisfied with our quality and our products because they keep coming back to us."

"As my father has instilled in all of us, our customers are not just buyers," declared Mr. Pratik, "and we are not building buyer-seller contacts. What makes us unique and keeps it so personally rewarding is that we are building genuine partnerships."



Scan the QR for access to Sun Mark's corporate video.

Facts & Figures

Name:	Sun Mark Stainless
Founded:	April 2015
Employees:	1,500 total employees
Headquarters & Plants:	Ahmedabad, Gujarat, India
Website:	http://www.sunmarkstainless.com
Contact:	exim@sunmarkstainless.com