

# Success with a Vision... Ratnamani: Celebrating 25 years

The manufacturing bay for heat exchanger tubes.

Over the past 25 years, Ratnamani Metals & Tubes Limited has followed its vision of manufacturing top quality stainless steel tubes & pipes and carbon steel pipes for the Indian and global markets. At the same time, it has unwaveringly focused on nurturing long-term customer relationships and providing an exceptional level of corporate social responsibility. Now a globally recognized player supplying top-end products to some of the most demanding applications – and customers – in the world, the company is continuing to invest and expand to ensure a prosperous future. Eighteen months ago *Stainless Steel World* travelled to Ratnamani, India to investigate the reasons behind their success. This time we went back to be updated on the developments and impressive growth driving this company to the top.

*By John Butterfield and Joanne McIntyre*

It's a year of celebrations at Ratnamani Metals & Tubes Limited as the company's 25th jubilee coincides with a period of exciting growth and outstanding international developments. Since its foundation in 1983, this Gujarat-based company has not only become one of India's leading manufacturers of stainless steel seamless and welded tubes & pipes but also become a very well established global player in this industry. General Manager Mr. P.H. Bhat is justifiably proud of what has been achieved over the past quarter century. "We have built up a strong customer base worldwide, which has helped us in securing a sound financial foundation. We thrive on new challenges and our people are exceptionally innovative, facts that have fuelled our growth and made us the favourites of many customers" Mr. Bhat says. With the worldwide acceptance of Ratnamani's products in Stainless Steel Seamless and Welded tubes & pipes for various critical applications, they are world player of major format in this market.

Ratnamani's commitment to top service and uncompromising quality has been repaid many times over as the loyalty of its customers demonstrates. "We nurture long-term relationships with our customers and they return to us again and again" says Mr. Bhat. He further explains; "We have worked very closely with various domestic customers here in India to become a successful import substitute vendor to free them from their reliance on overseas vendors for supplies of quality tubes and pipes. These customers are comfortable in dealing with us, as they know that we consistently deliver the same quality as reputed overseas vendors meeting all their expectations". Further, the company has proved that they are prepared to go the extra mile for customers. "We will produce whatever our customers need and for loyal customers this includes making short-run products when necessary as we value the relationships we have built up over the years. It has always been our policy to put our customers first"; explains Mr. Bhat. This policy clearly has

## MAJOR ACHIEVEMENTS IN LAST 18 MONTHS

Instrumentation tubes	Supplied 1.5 million mtrs
Seamless heat exchanger tubes	Supplied 3000 MT including 22 mtrs straight length tubes in size 12.7mm OD and U bend in size up to 50.8mm OD
Pipes as per ASTM A 312	Supplied 11,000 MT including supply to a Greenfield petrochemical complex in Middle East
Pipes as per ASTM A 358	Supplied 5400 MT including supply to a Greenfield refinery in India
Condenser/LP heater/HP heater tubes	Supplied 7 million mtrs
Duplex welded and cold drawn tubes	Supplied 1500 MT



The new hot extrusion press.

paid off as large shares of Ratnamani's customers are repeat customers, many of whom have been with them for the past several years. Its financial results are also impressive with a record turnover growth of 48% year-on-year for 2007-08. The period also showed a record turnover for exports which now account for about 53% of gross turnover.

### Rapid expansion

With the successful commissioning of the state-of-the-art hot extrusion press at their new plant at Kutch (Gandhidham), Ratnamani's manufacturing facilities of stainless steel tubes and pipes have increased massively. The hot extrusion plant allows Ratnamani to work with not only the conventional austenitic and martensitic grades but also supports to manufacture high-end products such as various duplex grades. Mr. Prakash M. Sanghvi, Chairman & Managing Director, explains the logic behind the expansion; "over the last several years we have established ourselves as a very

reliable supplier for seamless heat exchanger tubes for a very critical application worldwide. Investing in hot extrusion plant has not only reduced our dependency on raw material suppliers but also allowed us to manufacture special grades such as duplex. Our close relationship with domestic raw material suppliers has made our backward integration further more meaningful. This means, we can deliver our products faster, as the basic steel, the hot extrusion and the cold finishing are all done domestically in India. All these are happening without compromising the quality".

Further, successful commissioning of the various tube mills and large diameter manufacturing facilities has helped Ratnamani to manufacture various grades. Mr. Prakash Sanghvi further continues "we are the first in India to successfully manufacture welded titanium tubes for power plants and with the increase in the demand for the power sector growing steadily within the country and overseas, we are sure that we will be a major player for supplying these special grade titanium tubes not only in domestic market but also to all overseas customers".

Ratnamani has also very large state-of-the-art technology facilities for manufacturing carbon steel welded pipes. It has an ERW mill, Spiral mill and LSAW plant with three layer PE and epoxy coating facilities. Mr. Prakash Sanghvi further continues; "with the successful commissioning of stainless steel and carbon steel manufacturing facilities and coating plant, Ratnamani will be a major force to reckon with in the world for the supplies of critical tubes and pipes for oil & gas and power sectors".

### One-stop shop

Since 2000, Ratnamani have exported their tubes and pipes around the world and have met the standards of top-notch international customers. "The seventeen years that we spent producing from our inception for very demanding Indian customers, which includes top-end engineering companies in private and government sectors has put us in sound footing to meet the tough modern-day requirements and achieve reliable delivery times and quality", explains Mr. Bhat.

"Very few companies worldwide have such a wide range of products as we do. It is this strength, which has made Ratnamani a most preferred vendor for various EPC contractors not only in India, but also in various parts of the world. Ratnamani is a one-stop shop, as it provides total piping solution under one roof", emphasizes Mr. Prashant Sanghvi, Executive (Commercial).

While the bulk of its customers are in oil & gas exploration, refineries & petrochemicals, LNG and power generation industry, it also supplies its products to fertilizer plants, pharmaceutical industry and Dairy sector. Mr. Prashant Sanghvi further explains; "in the last one year we have been success-

ful in executing a very large order for the supply of stainless steel welded pipes to a green field petrochemical project in Middle East in double random length in the range of 1" NB to 24" NB with a very stringent quality requirements". With the successful execution of this order, customers not only in Middle East, but also worldwide have a new quality supplier on whom they can trust. This is amply demonstrated, he further continues; "with the successful execution of another order for the supply of stainless steel welded pipes as per ASTM A-358 Class-1 in sizes 30", 32" and 42" NB with single long seam in double random length to a customer in Oman against global competition".

Ratnamani has also emerged as a very strong player for the supplies of heat exchanger tubes for critical applications not only in India, but also to various customers in Middle East, Europe, South Korea and U.S. markets. Mr. Abhay Shah, Senior Manager, Marketing Export explains; "in the last one and a half years, we were successful in bagging very crucial orders for supplies of Heat Exchanger tubes in Austenitic and Duplex grades to Chinese, European and Middle East markets". He further explains "Approximate 350 MT of tubes having straight length of 24 meters in Austenitic grades have been successfully supplied, which demonstrates the technical capability of the company and the very reason that a timely delivery of the tubes has helped the project authori-



The tube mill for welded tube production.

ties to put up their facilities in time". He continues; "we have also executed a job of duplex seamless tubes in "U" bend condition with a developed length of 24 meters long in size OD 38.10 X 2.11mm Thk., approximately 150 MT., to a fabricator in South Korea".

In the year 2007-08, Ratnamani has further consolidated its presence in the power sector. Mr. Bhat explains; "in the last few years, we have successfully executed supplies of low pressure feedwater, high-pressure feedwater and condenser tubes in welded construction to very well-known power equipment manufacturers not only in India but also in Europe, South Korea and Japan. These credentials have enabled us to put our foothold into U.S. markets". He continues, "Ratnamani is now executing a major order for one of the well-known power equipment manufacturers in U.S.A., for the supply of low pressure and high pressure heater tubes in 'U' bend condition in a very critical grade as TP-304N". "During the year, we are also successful in bagging a very prestigious order from an Indian fabricator for the supply of low pressure and high pressure heater tubes for 800 x 5 Units (4000 MW) in the ultra-mega power project (UMPP) sector".

#### HOT EXTRUSION:

Range : OD - 1" to 3" NB  
Thk. - 2.77 to 10.00 mm

Grades : Austenitic, Martensitic, Ferritic, Duplex

Application : Normal piping  
- Redraws hollows for manufacturing heat exchanger tubes  
- Boiler tubing for power plants

#### DESALINATION/POWER PLANTS:

##### A) Condenser welded tubes:

Range : OD - 5.00 to 31.75 mm  
Thk. - 0.50 to 1.20 mm  
Length - Up to 30 meters

Austenitic, Ferritic, Super Ferritic, Titanium tubes

##### B) LP/HP heater tubes:

Range : OD: 12.70 to 25.40 mm  
Thk.: 0.889 to 3.00 mm  
Length: Up to 30 meter  
Construction: seamless/welded  
Supply condition: "U" tubes

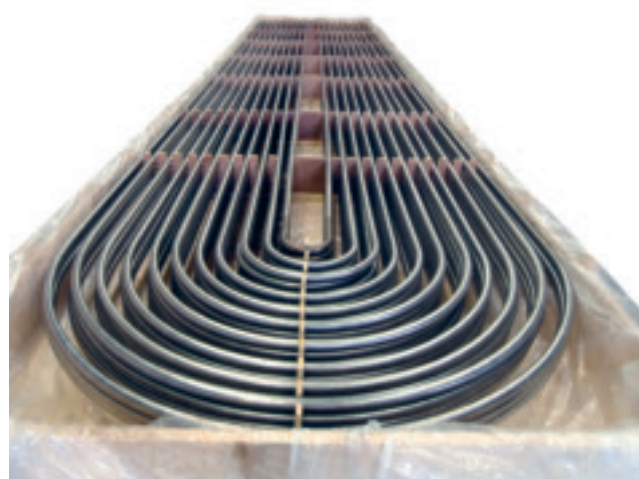
Grades : TP-304, 304N, 304L, 316, 316L, 317L

\* Tubes of low residual values as per customer requirements achieved, which should be a requisite for the above application.

#### New development

One of Ratnamani's key strengths is its understanding of the latest developments in alloys and their properties, enabling the company to use these to their best advantage. The company's high-end, state-of-the-art technology manufacturing facilities combined with its skilled work force enables it to keep pace with trends such as the use of ferritic, super ferritic and titanium grade welded tubes for various desalination and power plants. When the coastal based power industry turned to welded titanium tubes for condensers, Ratnamani embraced this trend to supply a full range of titanium tubes. Mr. Bhat says; "we have not only moved on to manufacture full range of Titanium tubes for various applications in our new state-of-the-art facilities, but also has successfully started manufacturing super ferritic grades, which can be an alternate to titanium tubes in the near future for power sector and desalination plants".

The growing demand of power plants and desalination plants in India and world wide is expected to lead to a boom in such new steels is the area of growth for Ratnamani. "This



DSS seamless U tubes with a length of up to 24 mtrs and a radius of 1.1. mtrs.

is why we work very closely with all our overseas vendors, who are developing new steels such as ferritic, super ferritic, titanium and lean duplex”, explains Mr. Bhat.

To provide the best innovative solutions for end- customers to use these new grades in tube application, tube manufacturers who can meet stringent qualities are necessary. It is here, Ratnamani engages itself with the original steel suppliers to develop this new generation Stainless Steel tubes.

“Our success in this area steams from a leading combination of high quality equipment, technically skilled manpower and materials. This is our biggest strength and it keeps us at the cutting edge” explains Mr. Bhat further.

Having moved on to producing titanium and super ferritic tubes for condenser applications and ferritic steels for power plants, Ratnamani is rapidly expanding in the high-end market. The company has also emerged as one of the major players in the world for tubing for nuclear power generation. “Our success in such critical, top notch applications is a reflection of our commitment to quality” says Mr. Bhat.

### Valuing people, vision and future

“Ratnamani is proud of the dedication and commitment of its manpower, many of whom have been with the company since its early days. “Our staffs are highly trained and experienced and fully understand the management and organizational goals. Because many of them have been with us for such a long time, they have grown with the organization and have an extraordinary sense of loyalty to us” says Mr. Prakash Sanghvi. Ratnamani also engages a very robust Environmental, Health and Safety Policy which has not only resulted in maintaining a high level of safety for its working force but also protects the environment. Mr. Prakash Sanghvi further explains; “as a part of our endeavour to the growing concern over preserving the environment, we utilize ‘Green Power’ at both of our plants. We have invested heavily in windmills to generate our own power and it’s been such a success that we are even able to sell surplus power back to the government”.

With the successful commissioning of the new manufacturing unit at Kutch, Ratnamani is now very well positioned itself as a major player for oil & gas and power sector. Mr. Prakash Sanghvi, looking into the company’s future, explains; “we are now in the process of modernizing our old

plant in Chhatral in tune with the new facilities at Kutch and in the next few years, we shall further consolidate our position with respect to supply of Seamless Heat Exchanger tubes for very critical applications such as nuclear power plants, conventional power plants, petrochemicals & refineries”.

With the successful commissioning of the three layer PE coating plant and two HSAW Off-Line Welding Systems, Mr. Manoj Sanghvi, Executive (Commercial) explains “we will be in a position to enter into cross country pipe line business very soon. With the ever growing demand of pipes for oil & gas not only in the country, but also worldwide, we are looking into the option for scaling up our manufacturing facilities in this area”.

All in all, Mr. Prakash Sanghvi has all reasons to believe that Ratnamani is now ready to take its next step and to not only consolidate but also to further enhance the market share in the product they manufacture. This, he feels, could be achieved because of the strong dedicated team, who has been continuously delivering the goods for Ratnamani. ■

### FACTS AND FIGURES

Name	Ratnamani Metals & Tubes Limited
Founded	1983.
Products manufactured	Stainless steel seamless tubes and pipes Stainless steel welded tubes and pipes Carbon steel welded pipes (L-SAW, H-SAW and ERW)
Markets served	Oil & gas exploration, refineries, petrochemicals, thermal & nuclear power plants, fertilizers, desalination, aerospace, pharmaceuticals, food & dairy, automobile, paper & pulp, water & sewerages, sugar industries
No. of employees	1600
Annual turnover	USD 220 Million
Certificates and approvals	ISO 9001, PED, ADW0, API 5LC, API 2B, API 5L
Website	<a href="http://www.ratnamani.com">http://www.ratnamani.com</a>