

## Press Release

### **AM/NS India to expand its Hypermart retail chain to 50 outlets**

October 13, 2020: AM/NS India is relaunching and expanding Hypermart, its national network of retail outlets that serves India's vast and vibrant MSME segment. AM/NS India aims to expand the network to 50 outlets by the end of next year.

Hypermart is an integrated platform for retail, trade and last-mile sales of steel grades for MSMEs across areas such as fabricators, engineering goods and auto components. Hypermart gives manufacturers direct access to AM/NS India products that they are unable to source directly from steel mills.

MSMEs also benefit from the platform's customisation of orders and value-added products that have benefitted from the application of technology and innovation by ArcelorMittal and Nippon Steel, the parent companies of AM/NS India.

Hypermart offers new product lines, with improved ease, access, and convenience. With the MSME customer in mind, Hypermart is a one-stop destination to efficiently source a wide range of products.

AM/NS India has revamped Hypermart to support government efforts to revive the economy after the Covid-19 pandemic, with MSMEs' resumption of activities a key element. Accordingly, AM/NS India has expanded Hypermart's presence in key MSME hubs such as Hazira, Taloja, Mangalore, Ghaziabad, Hyderabad, Coimbatore, and Bengaluru. Hypermart will soon expand to other MSME hubs such as Ahmedabad, Ludhiana, and Jodhpur.

Alain Legrix, Vice President and Director-Marketing, AM/NS India, said, "We are strengthening our presence and offerings through a robust expansion of our retail network Hypermart. This expansion will ensure improved proximity of quality steel and best-in-class service for our customers. MSMEs are the growth engines of the Indian economy and we are confident that if quality steel is more widely and readily available, then its multiplier effects will drive consumption and growth for the nation, in line with the vision of Atmanirbhar Bharat".

Ranjan Dhar, Chief Marketing Officer, AM/NS said, "Our new product lines and customer initiatives designed to improve ease, access, and convenience for customers to efficiently source a wide range of products are new features in the Hypermart. Now positioned as 'One-stop destination for steel solutions', Hypermart will help MSME customers to grow and strengthen their businesses."

Hypermart contributes 20% of AM/NS India's revenues, and this share is expected to rise to 30% with the expansion of the Hypermart network. As MSMEs continue to grow, easy availability of raw materials such as steel will strengthen demand and sustain growth as the Indian economy revives from the pandemic.

#### **About AM/NS India**

AM/NS India is a joint venture between ArcelorMittal and Nippon Steel, two of the world's leading steel manufacturing organisations. AM/NS India is a leading integrated flat carbon steel producer in India, with an achievable crude steel capacity of around 9 million tonnes per annum. We produce a full diversified range of flat steel products, including value-added steel, and have pellet capacity of 14 million tonnes with another 6 million tonnes coming on stream in 6 months.

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