

press release

AM/NS India launches new high-grade steels

Mumbai: AM/NS India, a joint venture between ArcelorMittal and Nippon Steel, today launched two new brands named Stallion and Maximus.

'Stallion' bolsters our hot rolled steel offer. Stallion will be manufactured at Hazira in a variety of strengths, ranging from mild to high tensile. Consistency of properties, best in class tolerances and guaranteed flatness are the main attributes of Stallion. Like most of our steel, Stallion will be available in a range of bespoke sizes and various finishes such as black or pickled and oiled. The product will be available and distributed via our Hypermart distribution network

Maximus is our new range of premium quality rolled plates to serve a broad range of engineering and fabrication needs and its strength levels make it well-suited to heavy use in industries. AM/NS India's mills, equipped with high-end technology, can produce plates as wide as five metres, the widest available in India and in compliance with several international standards. Maximus will bring in terms of attributes uniformity strength across the plates, best in class flatness and surface quality.

Ranjan Dhar, Chief Marketing Officer, AM/NS India said: *"We are excited to launch these new brands for our customers across India, particularly MSMEs, where industrial activity has seen strong recovery since the early months of the pandemic. AM/NS India's Hot Rolled and As-Rolled plates are already recognised in the market for their strength and dependability. The new brand names – Stallion and Maximus (Asian elephant) – have been inspired by these qualities. The introduction of these two new brands reflects AM/NS India's commitment to enhance its product portfolio by combining our access to world-class technology and R&D with unrivalled Indian steel industry knowledge and expertise"*.

Customers can purchase Stallion and Maximus through AM/NS Hypermart, our integrated platform for retail, trade and last-mile sale. AM/NS India recently announced that it plans to expand its Hypermart network to 50 outlets over the next year. Hypermart caters to the steel demands of MSMEs across areas such as fabricators, engineering goods and auto components, giving manufacturers direct access to AM/NS India products that they are unable to source directly from steel mills. The platform offers customisation of orders and high-quality 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.

About AM/NS India

AM/NS India is a joint venture between ArcelorMittal and Nippon Steel, two of the world's leading steel 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.

ArcelorMittal Nippon Steel India:

Bibek Chattopadhyay

+91 98201 50538

Brunswick Group:

Azhar Khan

+91 9167883290

Diya Nair

+91 98201 64351

