

STOLLBERG INDIA PRIVATE LTD.



The Stollberg Group is a leading research and manufacturing company focused on mould fluxes, which are essential inputs in the course of steel production. The group specialises in a range of superior mould fluxes to meet the various requirements in the steel industry.

Established in 1926 and headquartered in Germany, Stollberg has today grown into a global organisation spanning seven production sites across Germany, USA, Korea, France, Brazil, China and India. It has an established total production capacity of 190,000 MT and annual production in 2005 was about 160,000 MT. For the year 2004-05, the Group recorded a turnover of US\$ 74.4 million. It has a market share of more than 43 per cent of the global demand for mould fluxes.

In 2004, Athens-based mining group S&B Industrial Minerals SA acquired the Stollberg Group worldwide.

Stollberg India Private Limited

Stollberg India Pvt. Ltd. was established in July, 1999. It was the sixth company within the group. The company has its administrative office in Kolkata, and manufacturing plant in Durgapur, in West Bengal. It commenced production in April 2002. The company has 40 employees overall of which factory strength is 22 and 14 employees for direct production.

The plant incorporates design principles from the other facilities of the group, and making it the most modern mould flux plant in the group. It is also the only plant in the group with ISO

14001:2004 certification. It has an annual capacity of 10000 MT (7,500 tons of granule and 2,500 tons of powder), that can go up to 15000 MT.

India is a strategically important market for Stollberg

Stollberg's Indian operations are among the best globally, in terms of plant operations, environmental protection and human skills. While the parent group's initial expectations of market growth were not met in full, there has been a positive change from last year and the outlook is positive. The steady growth in the economy, increasing share of manufacturing sector and focus on infrastructure development – all point to the potential for sustained growth in demand for steel, which, in turn, would drive the demand for fluxes.

Stollberg India has succeeded in exceeding expectations of the parent in terms of operational parameters, customer delight, innovative R&D work and holistic man management. The group sees potential in leveraging India for exports.



Good location and quality manpower are keys to the company's success

The company made a careful study of nearly 12 potential locations before choosing Durgapur in West Bengal for its plant. According to company sources, the location offers several advantages, such as :

1. Access to customer – Nearly 75 per cent of India's steel production takes place in the Eastern region, and the location in Durgapur offers easy access to the major steel plants.
2. Supportive Government – The state government has been proactive and supportive in assisting the company to set up its operations in the state.
3. Availability of power – Power is available in abundance, through five different sources
4. Good law and order situation
5. Availability of skilled, motivated manpower
6. Adequate social infrastructure

Investing in human resource development

While the company has been leveraging the location advantage, the key differentiator that has led to the company's success has been the intense motivation of its employees. According to S. K. Chakrabarty, Managing Director, Stollberg India, the skill and motivation of its people have been exceptional, leading to Stollberg India bagging several good performance awards within the group globally. The company has been consciously focussing on building further on the basic skill levels available and gaining expertise in the increasingly competitive environment, through several training and motivation programs

The company has established several practices and processes that not only enable employees to build on their existing skill levels, but also promote team building. Some of the practices followed by the company include:

Weekly training seminars

The company conducts weekly training sessions wherein employees are given training in diversified areas, such as languages, management, technology, etc. To encourage participation, during these sessions, regular production is suspended and only maintenance activities are carried out.

Deputation of employees for external training

Apart from internal training sessions, employees are also deputed to the company's suppliers to get trained on equipment maintenance and operations

Social activities and interactions

The company actively encourages social interaction between management, staff and workmen. It has institutionalised a practice of senior officers visiting junior officers socially, and vice versa. The company also organises 3 – 4 family get-togethers for all employees each year.

Yoga / meditation sessions

Compulsory yoga and meditation sessions are held daily, to enable employees to relieve stress and improve energy levels and focus.

Future plans

The company plans to focus on growth in the domestic market, and expects steady growth over the next 4-5 years. India is a key growth market for the group.

Stollberg India: At a glance

- *For Stollberg, India is: A strategically important, key growth market*
- *Factors for success: Skilled and motivated employees, good location, growing market*
- *Future plans: Focus on growth in domestic market*