



Leadership
through innovation

Empower yourself with the power of 5



Buy steel the intelligent way. Buy with *full samajhdari*

Get expert advice

Test steel before you buy

Buy 100% genuine steel

Get free home delivery

Avail of attractive schemes

You put love and labour into building your dream home. Before you actually start the work, take a moment of your time to be extra careful.

Have you ever critically examined what goes inside your dream house?

While making our dream house we spend lots of time and money in choosing furnishings, floorings, fittings etc. but hardly give the desired attention to critical components like steel and cement.

Most of the time we leave it to the mercy of the masons, popularly known as *Rajmistries*, and contractors who are ill equipped to handle this. Not to forget they often have their own interests in promoting certain products.

Have you ever wondered the results of such callousness?

The truth is that we generally get involved only after the structure is made. The structure, we forget is the foundation of any strong building. What goes in, in the form of steel is a major determinant of the strength of the house. More often than not, the result is use of inferior quality steel in our dream homes which leaves it less strong and ill-equipped to face the adversities of nature.

And once the structure has already been made, you can virtually do nothing about it unless you plan to build all over again, which is impractical and financially not viable.

So what do we do?

We have to improve our knowledge and become wiser when buying steel. We have to insist on buying 100% genuine steel.

How do we do that?

Earlier, the facilities and options available to the retail customers was limited or non-existent.

Fortunately, SRMB Udyog Limited, the Rs.500 crore steel group with over six decades of experience in the steel industry has opened a one of a kind steel shop, SRMB Rods 'n' Bars.

Here you can test steel, get expert consultation, order and have the steel delivered free of cost at your doorstep. Reassured that you have brought the right steel for your needs.



What do you get at SRMB Rods 'n' Bars?

In a nutshell, it empowers you with the power of 5 and helps you build strong structures.

- Test your steel before buying
- Get expert consultation
- Buy 100% genuine steel
- Get free delivery at doorstep
- Avail of attractive schemes

Steel Testing facility

Steel is tested on the sophisticated Universal Testing Machine (UTM) at the SRMB Rods 'n' Bars shop in your presence so that you can see for yourself the quality of the steel. This facility has been introduced for the first time at a retail outlet for steel.



Expert Advice

Leading experts and engineers trained in steel making and construction impart free advice on construction and choosing of steel and how to select quality contractors for your dream house.

What's more, you can also call the Steel Guide from the SRMB Rods 'n' Bars shop at your site for availing guidance on steel.



100% Genuine Steel

When you buy from SRMB Rods 'n' Bars, you usher in peace of mind as you get 100% genuine steel.



Free Home Delivery*

SRMB Rods 'n' Bars makes buying of steel hassle free and convenient. The steel is delivered directly from the company authorized warehouse to your door step.

*Applicable to purchases made above five tonnes.



Attractive Schemes

SRMB cares for you. It has its special way of thanking its customers. When you buy at SRMB Rods 'n' Bars, you get surprises galore!



IMPORTANT PARAMETERS FOR CHOOSING THE BEST QUALITY STEEL

■ Strength

Reinforcement steel popularly known as TMT Bars are available in the market in 2 basic grades FE 415 and Fe 500. However, there are a lot of spurious bars available at some outlets having lower strength. Buy wisely, make your structure strong.

■ Elongation

This relates to the flexibility of the bar and it should be quite an important criteria in selection as it provides protection against Seismic Resilience. Since the Indian sub continent is within the Seismic Zone (iii, iv, v), it is important that the steel chosen should perform better under elongation criteria.



■ **Bend and re bend properties**

Bend and re bend properties along with higher elongation are very important in judging the flexibility of steel and its Seismic Resilient capabilities.

■ **Corrosion Resistance**

Three fourth of the Indian sub continent is coastal with high humidity. This high humidity leads to corrosion of the bars, which in turn makes the structure weak. In the long run this may lead to the collapse of the building. It also makes the structure vulnerable to Seismic activity.

■ **Fire Resistance**

Good TMT bars should have higher thermal stability making them competent to resist fire.

■ **Technology and credibility**

It is of paramount importance to buy steel from a Company, which is trustworthy and has the requisite expertise in the field. Buy steel from manufacturers like SRMB who use world acclaimed technologies, produce in state-of-the art factories under stringent quality controls and have a very good service network.



- Superior Bonding
- Superior Tensile Strength hence enhanced Saving
- Superior Intrinsic Corrosion Resistance Property
- Superior Elongation
- Superior Appeal: Distinctive pattern of X ribs for more Ar value



- ▶ Greater Choice of Profile
- ▶ Precision Quality
- ▶ Efficiency in Construction



sub JANG tik nabi payaga

- ▶ India's First Corrosion Proof Reinforcement Bar with built-in Cathodic Protection
- ▶ Far superior performance than alloyed steel, epoxy coating, PU coating, hot dip galvanisation etc
- ▶ More economical than hot dip galvanised, epoxy coating etc
- ▶ Guaranteed Construction Life beyond 125 years for TMT bars
- ▶ Highly adhesion resistant
- ▶ Zinga coating gives 96% Zinc content in DFT
- ▶ Zinc purity in Zinga is to the extent of 99.995%



SOME IMPORTANT SRMB PROJECTS



A/C Bose Road Flyover
Kolkata



Kolkata Metro Railways



Hamilton Bridge Project
BPO, Bhubaneswar

Delh Metro Railway
Corporation



City Centre, Kolkata



Vidyasagar Setu, Kolkata



Teesta Canal Project
Karandighi
Uttar Dinajpur, WB

Nivedita Setu, Kolkata



South City, Kolkata



Science City, Kolkata



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