

One of our key focus areas will be exceeding customer expectations with a strong focus on R&D



Mr. Rajat Agarwal
Executive Director, Boruka Aluminium

India with 5th largest bauxite reserves in the world with 5% world deposits continues to remain a low key aluminium consuming country with per capita consumption under 1 kg while in the western world it is way above at around 30 kg. But aluminium demand in the country is growing resulting in an ample scope of increase in the usage. There is tremendous opportunity for growth in India backed by sectors such as power, building & construction and transportation. Indian aluminium extruders now need to shift their focus on the R&D activities in order to establish a sustainable future. Boruka Aluminium through its constant endeavour on perfection has been able to make a name for itself in a country with over 250 extrusion companies spread over the organized and the unorganized sector... an interview with Mr. Rajat Agarwal, Executive Director of the company.

Metal Asia : India has huge potential for aluminium consumption, but with a dismally low per capita figure compared to the world. How would you rate the present status of Indian aluminium from this point of view? What would be the main clauses for improvement?

Rajat Agarwal : India has the fifth largest bauxite reserves in the world with 5% of world deposits. The per capita consumption of aluminium in India continues to remain low at under 1 kg as against nearly 25 to 30 kg in the US and Europe, 15 kg in Japan, 10 kg in Taiwan and 3 kg in China. The Indian aluminium industry is still in its infancy with a tremendous potential to grow. There is a sudden need to improve infrastructure and with an overall growth in economy and improvement in disposable income we should see an average yearly growth of 12–13%. Though demand is growing, there is scope to increase usage of aluminium extrusions further and find newer applications with new designs to sustain growth. Indian aluminium extruders need to shift their focus on R&D activities as well for a sustainable future.

Metal Asia : One would obviously be interested now to understand the effect of the ongoing slump in the industry, with big names like Nalco & Hindalco getting hit badly. What is your perception about the present scenario? How long it would take to normalise?

Rajat Agarwal : There is no denying the fact that globally we are facing the worst economic crisis since the great depression. Today's world is highly interconnected and interdependent. Under such circumstances it is very difficult to predict the period required for normalization. Companies should focus on their core competencies and use this as an opportunity to explore new markets and develop low cost products through R&D.

Metal Asia : How would you rate the Indian aluminium extrusion industry in comparison to the world? Could you put some light on the evolution of this supposedly young industry? What are the prospects in India, on the basis of which one would like to plan future strategies?

Rajat Agarwal : As mentioned earlier India's per capita