



RK Jain, CEO,  
Bhoruka Aluminium Ltd

## We hope to add 30-40 per cent capacity each year

RK Jain, CEO, Bhoruka Aluminium Ltd responded to **INFRASTRUCTURE TODAY's** questions on his company's performance and plans. Excerpts from the e-mail interview:

**Tell us about your company, its operations and product range.**

Established in 1979, Bhoruka Aluminium is today an ISO 9002 company with a wide range of products catering to the needs of customers worldwide. Foreseeing the vital role that aluminium would play in the future, we invested in technology and quality assurance, working towards a position of undisputed leadership in Aluminium Extrusion including Fabrication, Anodising & Powder Coating. Our products are used in diverse segments ranging from constructions to consumer durables, transport to textiles, and irrigation to electrification.

**There has been an increase in the usage of aluminium in infrastructure, building and construction sectors, thus reflecting its huge potential. With Indian infrastructure looking up tell us about the contribution of your company towards the developments?**

We are actively marketing the benefits of using aluminium over steel in certain areas of construction such as beams. We are investing in R&D to bring out stronger alloys to the market at competitive prices. We are also introducing new products to the market, for example, recently we've started manufacturing pink color anodised aluminium in a pilot phase. We are investing a lot in technology to streamline our processes and to get our products to the market faster while maintaining our high quality standards.

**What are the stumbling blocks for the Indian aluminium sector and what can be done to solve them?**

The cost of aluminium is very high as compared to steel thus creating a barrier for growth. The government needs to work on this along with the primary producers to bring the cost down to more practical levels. High excise duty and custom duty have a big effect on the cost of the metal. Basically by lowering the duties the metal has to be made more affordable. One of the biggest stumbling blocks is that over 80 per cent of the companies in India

manufacturing extrusions belong to the unorganized sector thus effecting selling price and quantity. The government needs to take a hard look at this and strictly enforce laws to control this. The Indian aluminium sector is relatively new and not matured like our counterparts in other countries. We still lack behind in technological innovation and almost nothing is spent on R&D. Indian companies must invest in technology which can be made possible only if the cost price and selling price are not influenced by the government and the industry is allowed to operate in a free economy

**Tell us about the prominent projects that you have supplied to?**

IT Park (Hyderabad, Chennai, Kolkata), Bangalore International Airport, Devanahalli, Delphi TVS, Chennai, Oracle II, Bangalore, Philips, Bangalore L&T Mahape, Mumbai, TCS, Hyderabad, ECC, Pune, Infosys (Bangalore, Pune, Mysore), DLF Towers - Jasola, Delhi

**Could you discuss your company's expansion plans and investment strategy? What rate of growth do you expect for yourself and the industry in the year ahead?**

Given the current rate of growth in the aluminium sector world-wide we are investing in a number of areas. For example, we are setting up a new manufacturing facility in Mysore in our existing location which will be operational by September 2008. In addition, we are setting up a huge manufacturing facility including an Anodising and Powder Coating plant close to Mumbai which should be operational by early 2011. In addition, to organic growth we are also looking at inorganic growth via acquisition opportunities within India and also the US, Europe and South-east Asian countries. Given all our expansion plans we are hoping to add additional capacities of at least 30-40 per cent each year as the industry is slated to grow at a minimum of 15-20 per cent. ■