

# Future holds promise for galvanizing

**MMR: How do you see the current market for galvanizing in India?**

**Rajeev R Kandhari :** India is surrounded on three sides by sea, which brings major chunk of landmass under the high levels of atmospheric corrosion. Therefore it is of utmost importance to protect the structures being constructed in such zones. The current market for galvanizing have many gradients because of which it has not got its due share. Infrastructure, power, petroleum, oil & gas, shipping, agriculture etc. are the major areas, which have a huge market for galvanizing. Given the fact that infrastructure is yet to be developed to a great extent in our country, the awareness of benefit from long enduring utility structures is greatly faded by the decision makers in our country. Because of this, whereas the developed countries galvanize 30 per cent of their total steel produce, in India barely four to five per cent is being galvanized. However a great horizontal growth lies in the galvanization of structures in infrastructure which is applicable for flyovers, highways, bridges, SEZ's, metro rail projects to name a few, which currently are not being galvanized. Further the power sector has a great potential due to severe shortage in power generation. Agriculture has not yet been explored for galvanizing though it has promising prospects. To sum it up there is



Mr. Rajeev R Kandhari  
(CMD), Jenco Group  
of Companies

**There is no doubt if marketed properly on a national level, the demand for galvanizing will increase multifold, says Rajeev R Kandhari, Chairman & Managing Director, Jenco group of companies.**

indeed a great market in store for galvanizing provided it is marketed appropriately.

**MMR: Given the global recessionary trend, according to you what necessary steps should the companies adopt to arrest slowdown?**

**RRK :** It is of utmost importance for the galvanizing industry to sustain this temporary phase of global recession by constantly

**Noel Fernandes**

seeking newer markets and working collectively towards cultivating government policies on making galvanizing as one of the alternatives for corrosion protection in public utility structures and also in steel used in construction of dams, bridges, reservoirs, etc. and agriculture to begin with.

**MMR: As for the government policy, what changes do you suggest so as to help the industry grow?**

**RRK :** Since zinc is an environmentally friendly metal and in all its applications time tested globally towards corrosion protection of steel, it should be promoted as a utility metal. The government should devise a policy to promote the usage of the zinc metal for long life and corrosion protection of steel. Some incentives should be given for usage of galvanizing in structures constructed for public use. The prime producers of zinc and steel should initiate and take up the matter with concerned ministries.

**MMR: One reason why many users shy away from using galvanized products or galvanizing applications is because of its exorbitant price. Do you think this princely priced application is likely to flatten in the coming months/years?**

**RRK :** The global trends in commodity markets have attracted interests in the past towards the wide fluctuations in the prices of



zinc. Therefore as metals currently attract more attention the prices of zinc are set to increase globally. However the price band concerning zinc will be more regulated and standard as compared to the last couple of years. Further it is still advisable that the primary producers tie up with ultimate users and work out a rational pricing mechanism for potential projects in pipeline.

**MMR: Please comment on the demand-supply scenario as far as galvanizing is concerned?**

**RRK:** The demand of zinc is set to rise given the market dynamics and the growth trajectory of our country provided the chain link between the producer, consumer and policy maker is not lost out.

**MMR: How environment-friendly and technologically advanced are galvanizing units in the country?**

**RRK:** Our sundry galvanizing plants

have reached the second-generation stage of galvanizing units. Whereas third generation plants have been fully compliant with environmentally favourable galvanizing techniques globally. Further these plants have started using batch zinc alloys with alloying elements like nickel, bismuth and aluminum for better performance. The furnace and zinc kettle designs are compliant with stringent euro norms for emission control. However the diversity of Indian markets is directly responsible for not bringing a unified advancement in technology of Indian galvanizing plants.

**MMR: In the near future where do you think the demand is likely to generate for galvanizing?**

**RRK:** I reiterate that given the dynamics of current Indian markets we are capable of generating huge demands in almost all the sectors using steel.

However there has to be a political will and an organized long-term plan for marketing and uniform price mechanism initiated by the primary zinc and steel producers taking the lead and further the involvement of technical bodies and policy-makers. A futuristic approach should also include devising the current academic syllabus for emerging engineers and technocrats who are required to study the applications of zinc and its results on environment on long-term basis in comparison to the other applications being used.

**MMR: How do you see the market for galvanizing in the near future?**

**RRK:** There will not be a substantial growth for galvanizing in the near future. However, if marketed properly on a national level the demand against supply of galvanizing will increase by double. ■



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