

Analyzing the Indian Steel Industry 2016

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Abstracts

There have been almost revolutionary changes in the global steel scene with fierce competitive pressures on performance, productivity, price reduction and customer satisfaction. National boundaries have melted to encompass an ever increasing world market. Trade in steel products has been on the upswing with the production facilities of both the developed and the developing countries complementing each other in the making of steel of different grades and specialty for the world market.

Technological innovations have provided the competitive edge to the technologically strong companies. Smooth and quick transfer of technology has, however, meant an increasingly competitive pressure on the companies to be ahead of the others in the race for technological superiority to maintain and, if possible, to strengthen the bottom lines.

Sagging prices in the backdrop of economic slowdown have spelt turmoil in the industry the world over. As in the case of oil and natural gas, there is a felt need for the steel producing countries to come together and evolve an understanding on production and pricing of steel products. Some effort in this direction is being taken, but, it is yet to take firmer roots. The future is uncertain, but challenging, and holds great promise if the right steps are taken because of the inherent qualities of steel.

The Indian steel industry comprises of the producers of finished steel, semi-finished steel, stainless steel and pig iron. Indian steel industry, having participation from both public sector and private sector enterprises, is one of the fastest growing markets for steel and is also increasingly looking towards exports as driving the growth of the industry.

Aruvian Research brings a research report on Analyzing the Indian Steel Industry 2016 focusing on the Indian Steel Industry and analyzing each and every aspect of the

industry. Starting from an analysis of the competitiveness of the industry to the production/consumption scenario of the industry, the report analyzes the Indian Steel Industry through a SWOT framework analysis, a PEST framework analysis, and a Porter's Five Forces Strategy Analysis.

The report further goes on to establish a relationship between consumption of steel and stages of economic development. An analysis of GNP growth, GDP growth, and the economic development of the country, is undertaken in the report vis-?-vis the growth and performance of the Indian Steel Industry.

The report focuses on the mergers and acquisition scenario in the sector as well, with emphasis on the restructuring of the Indian steel industry. A Global Steel Industry Scenario is also provided in the report to help investors gauge first hand where the Indian Steel Industry stands on a global platform.

An analysis of the major players in the Indian Steel Sector completes this comprehensive research report.

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