

KENZA®

TMT STEEL BARS

FE 550 SD



IS 1786

CML - 6937897

ISO 9001-2015
Certified Company

CE
BC0416

ABOUT US

Kenza is a steel manufacturer with 33 years of experience and class leading products.

Kenza was founded in 1991 and has since become synonymous with reliability due to the strength and durability of its products, which are created using German technologies and supported by consistent research & development.

900+
Employees

1000 Cr+
Annual Turnover

50,000+
Satisfied Customers

Kenza is one of the few steel manufacturers in India with an integrated Steel Plant and is also Kerala's largest entity in terms of manufacturing facilities.

VISION

We aspire to be the industry leader in advancing the nation's development through technological advancements in building material solutions.

MISSION

In line with our founders' vision of being a nation builder, we emphasise on responsible & sustainable organisation. We aim to achieve this through best in class R&D and manufacturing technology, commitment to safety and the people who help make it possible.

Kenza aspires to be synonymous with reliability and trust for its customers.



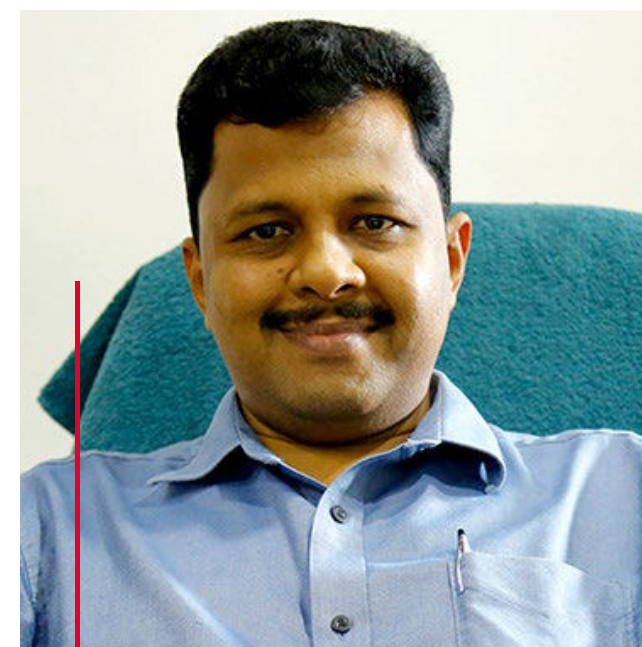
HISTORY

- 1991 ○ B.M Steels (our parent company) was founded by Palakkandy Moideen Koya and Chaarupadikkal Mujeeb Rahman, who came together to share business ideas and values and form a partnership. They progressed from the raw material industry to the sale of steel and were well-known for the high quality of their products.
- 2002 ○ In the early 2000s, we established our production unit, which later evolved into a different business known as Beepath Castings Pvt.Ltd. Within ten years, the company had expanded throughout Kerala, earning the trust of our customers.
- 2012 ○ KENZA TMT was founded as a result of the company's unwavering dedication to hard work and diligence.
- 2022 ○ KENZA TMT signed Padmashree Bharat Mammooty, a legendary actor from Indian cinema, as our brand ambassador.

DIRECTORS



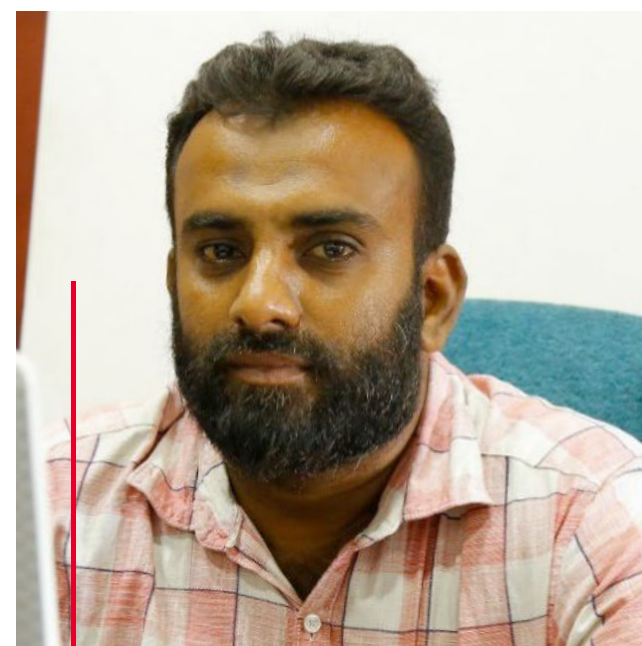
**MOIDEEN KOYA PK,
CHAIRMAN**



**MUJEEB RAHMAN,
MANAGING DIRECTOR**



**HAFEEZULLAH PK,
EXECUTIVE DIRECTOR**



**AFSAL PK,
EXECUTIVE DIRECTOR**



**SHAHAD MOIDEEN,
EXECUTIVE DIRECTOR**

MANUFACTURING

PORTFOLIO

Kenza Group holds the distinction of having the highest number of manufacturing facilities in Kerala with 7 units.

TECHNOLOGY

Our facilities make use of German technology in order to produce high-quality products that meet international safety standards in the most efficient manner possible.

QUALITY

Every day, our products are tested in our state-of-the-art lab to ensure the highest quality standards. As a result, next-generation spectrometers are setting the bar for ultra-reliable metallic analysis across a wide temperature range. This lab also has a research and development section.

PROCESS

Made from 100% refined steel billets resulting in steel bars that are more ductile, easily bendable and weldable.

We use the finest dolomite iron ore available, which is then converted into sponge iron for the production of billet iron. Reheated billets are then subjected to a high-speed rolling process, which results in steel bars that are more ductile, bendable, and weldable after the process of quenching. The steel bars are randomly picked and batch tested in our in-house state of the art facility to make sure that the quality standards are maintained, before shipping off to any one of hundreds of distributors across Kerala.



KENZA TMT STEEL BARS

Products



All our products are certified by the Bureau of Indian Standards (BIS).



01

TMT STEEL BARS



02

ROUND BARS



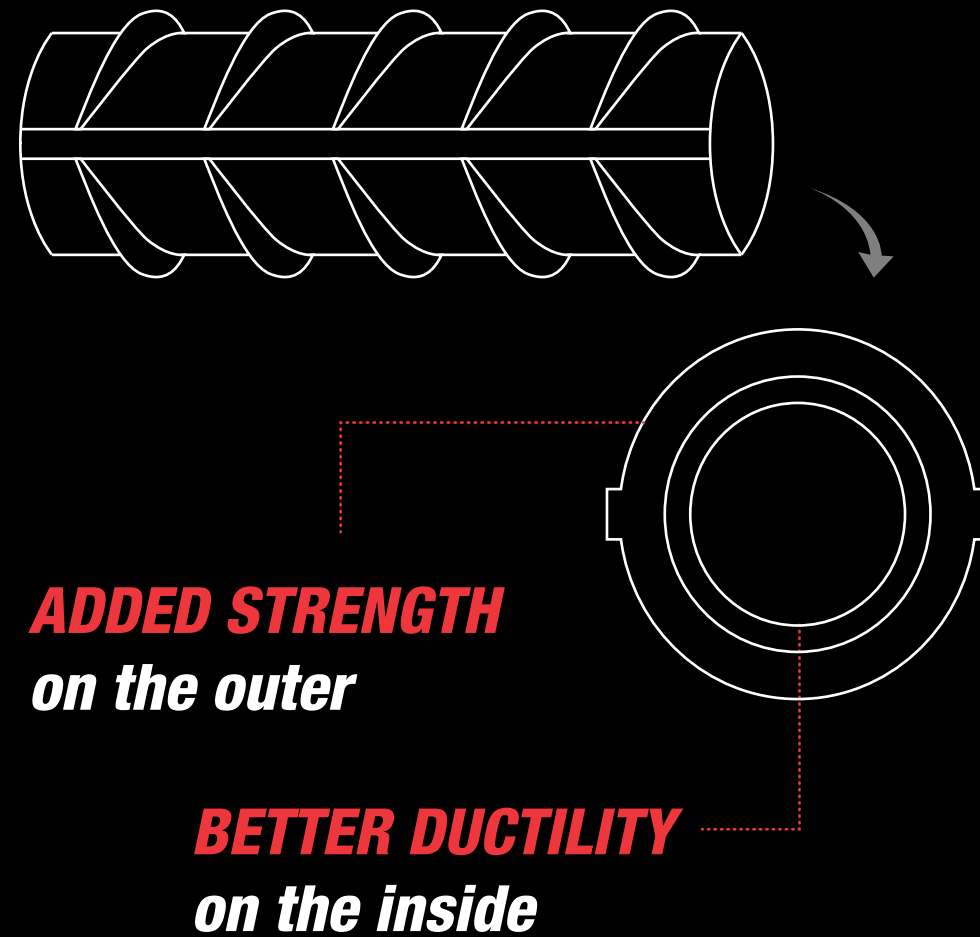
03

FLAT BARS



04

SQUARE BARS



Fe 550 SD—A New Benchmark in Strength and Durability

Our relentless pursuit of excellence and high regards for innovation, combined with our in-house technologies gave birth to a new breed of TMT steel bars. Fe 550 SD is a higher standard not just in terms of durability and quality, but also practical cost benefits for the customer.

On the safety front, Fe 550 SD steel bars absorb the stress caused by earthquakes and are capable of withstanding heavy rains. They are also CRS certified, which means they resist corrosion better than their peers.



*International
quality standards*



*Withstands the
heaviest of rains*



*Absorbs stress
from earthquakes*

THANKS TO ADDED STRENGTH & DUCTILITY, FE 550 SD STEEL BARS MAKES THE CONSTRUCTION OF HOMES EASIER & FASTER, LOWERING CONSTRUCTION COSTS BY 20%.

CLIENTS

We are proud to be associated with some of the most recognisable names in infrastructure development.



Over 200 projects completed between 2018 and 2022.



**AL SAJ ARENA
CONVENTION CENTRE, TRIVANDRUM**



**CREATIVE PUBLIC SCHOOL
PALAKKAD**



**COMMERCIAL COMPLEX
COMMERCIAL, MALAPPURAM**



**CONFIDENT DAFFODILS
RESIDENTIAL, TRIVANDRUM**

RECOGNITIONS



Hon'ble Chief Minister Mr. Oommen Chandy Presenting "Outstanding Entrepreneurship Award"



Hon'ble Central Minister Mr. Arjun Ram Meghval Presenting "Outstanding Performance Award"

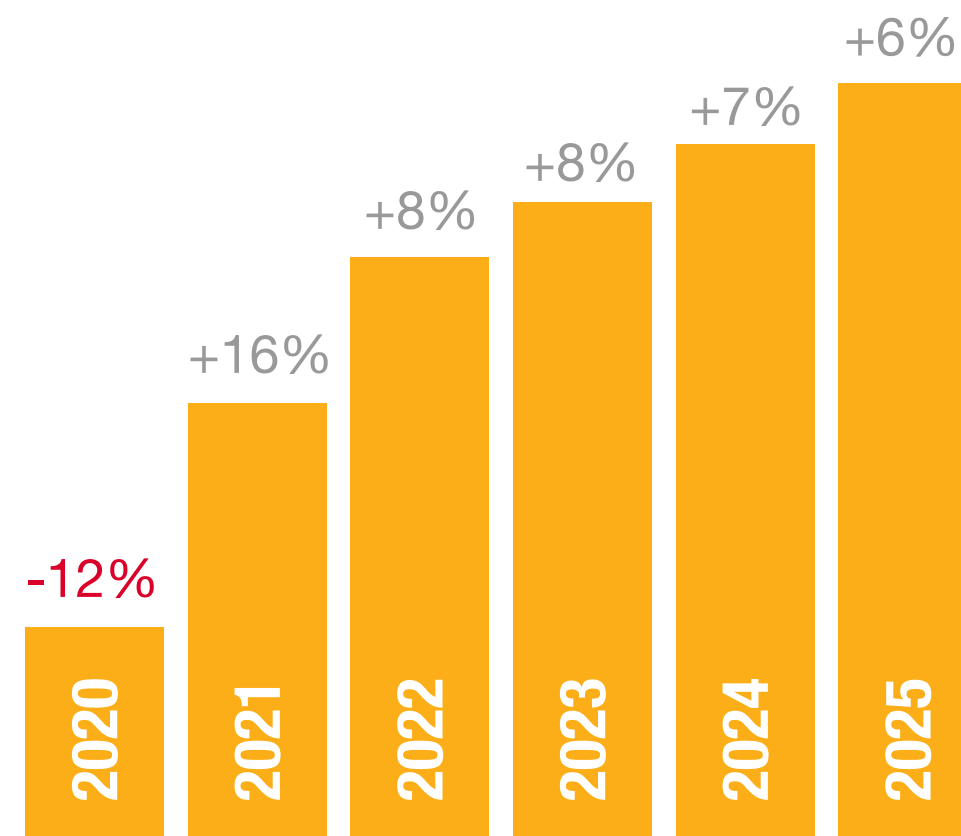


Shri. A C Moideen, Minister for Industries and Sports, inaugurating Kenza's celebration of 25 years.



Shri. KT JALEEL, Minister for Higher Education, unveiling Kenza's new identity

FUTURE



The Indian construction industry is expected to grow at a 6.4% annual rate between 2022 and 2025.

Since the lifting of the covid19 restrictions, all of our factories have been operating at full capacity in order to meet both actual and anticipated increases in demand, which has resulted in increased productivity. As a result of our facility upgrades, we have more than doubled our manufacturing capacity, allowing us to produce 8000 tonnes per month, which represents an exponential increase over our previous production levels. This will enable us to meet demand spikes both short-term and long-term in the future. As part of this effort, we have mobilised product engineers to enter new markets and demonstrate the superior quality of our products. This has allowed us to strengthen our distributor and dealer networks.

FUTURE

Building A Legacy Of Trust & Strength.

Welcome KENZA's new brand ambassador - The legend, Padmashree Dr Bharath Mammooty, our beloved "Mammookka"! We are really excited to enter the next chapter in Kenza's story. A chapter that will shine bright in our history, even after a 100 years!

This move will strengthen our branding and marketing efforts even further, especially in areas where the industry is still unorganised.



Our ultimate goal is to make Kenza TMT steel bars a household name in the steel industry.

KENZA TMT STEEL BARS

KENZA is committed to contributing to the development of society through the application of our business value, in addition to leading a successful steel brand. We have made significant contributions to the community as a result of our Corporate Social Responsibility efforts by setting an example for others and operating an orphanage and school under the auspices of the trust.



KENZA CREATIVE PUBLIC SCHOOL

Creative Public School was founded in collaboration with the KENZA group to become a space for coexistence and creativity. With its state-of-the-art infrastructure, qualified faculty, and committed administration, Creative Public School has the right ingredients to become a genuine International Academy of Learning.



VADHI RAHMA CHARITABLE TRUST

KENZA group has completed the construction of two three-story apartment complexes in the Calicut district to house families with financial and/or health issues. We also provide ambulance services and hold regular medical camps for those in dire need. In addition, we established pension plans for socially and economically disadvantaged women.



STRONGER TOGETHER CAMPAIGN

Kenza has made it their mission to provide resource donations and financial support to the Kerala government's resistance efforts against the COVID19 pandemic. Stronger Together, the Kenza group's directors worked directly with the health ministry as well as independently, distributing health and safety kits and essentials to those in need — both general public and stranded construction workers. Furthermore, the company gave away free covid defence equipment to over 600 distributors as well as fishermen off the coast.



WASTE DISPOSAL + PROCESSING UNIT

Mr Moidheen Koya developed waste disposal methods that enabled the recycling and reuse of iron used in their manufacturing process. The scientific waste management project (which was launched as part of the Haritha Kerala Mission in 2008) was designed with the goal of treating inorganic waste collected by local governments for free. According to officials, over 700 tonnes of waste have already been collected from the Kannur district alone, and the district administration has recognised the efforts to keep the land clean twice. In addition, we have participated in the Green Kerala Mission for the disposal of inorganic waste.

KENZA®

TMT STEEL BARS

kenzatmt.com

HEAD OFFICE

Near Kallai Railway Station,
Kallai, Kozhikode, Kerala.

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SCAN THIS CODE
for a virtual factory tour.



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