

Editorial







There have been several historic moments in the annals of BMM since its inception; milestones that earned us respect and changed the way the world looked at us and the way we looked at the world. The advent of 'Metalloid', our house journal is one such occasion which marks the

fulfillment of a long-felt desire. It is a culmination of our collective efforts to create a forum to reach out to people around us while making ourselves reachable to them. 'Metalloid' represents a firm belief that we can transform ourselves and our world by changing the way we communicate with ourselves and others. Every thought, word and deed that emanates from here will send out ripples that have the capability to create cohesion and collaboration at all levels and alter life for everybody.

Joining us on this happy occasion are our M.D and Corporate Director who wish 'Metalloid' all success with their congratulatory messages. In this moment of joy, we are duty bound to pay our respects to our Founder who continues to inspire us and help us to pursue the exalted ideals that he stood for. As a mark of our abundant reverence for him, we bring you a write-up that recalls his toil, dreams and contributions that catapulted us to where we are today. This inaugural issue also carries a fine sprinkling of reports on various events covering training programmes, inauguration of our new plant, National Safety Day celebrations, community development under our CSR obligations - to mention a few.

Every section in 'Metalloid' will truly reflect the three core functions this journal has chosen for itself- to inform, to inspire and to excel! We are sure you will all agree it is a significant step to bring us together. Well, it will be very apt to quote Henry Ford's famous lines in this context: "Coming together is a beginning; keeping together is progress; working together is success". Undoubtedly 'Metalloid' is a beginning which will harness our collective energies, push forward the frontiers of our achievements and propel us into continuous progress.

Madan Mohan P Raju CGM-HR

Editor

MD's Message



I am extremely delighted over bringing out this inhouse magazine aptly named "Metalloid". It will serve as an important tool in communication and in the exchange of ideas not only within the organization, but also with the greater world outside.

As an organisation, we are known for our transparency and honesty in our operations and as a team by utilising our collective strengths we have authored many achievements. I am sure this magazine will make a notable contribution towards creating a new paradigm of development. I call upon each one of you to make the best use of this opportunity and contribute your ideas.

Steel is often called the "rice of industry" for its phenomenal value-creating ability in the downstream and BMM Ispat has been contributing to the development of Steel Industry as well as related industries for the last 7 years. Quality and Delivery have been two major factors that have accounted for our success and popularity among domestic and international consumers.

My philosophy is, "Put past behind, but be sure to learn from it; Future is ahead, and be prepared for it; Present is here, and live for it!" It's our endeavour to be one of the most competitive companies in Steel Industry with emphasis on three principles viz., creating efficiency in Operations, reliability for Customers and thrust on Total Customer Satisfaction.

As a member of BMM family, I have set up a 'win-win' model for both the local community and corporate stakeholders backed by a unique professional management team and a dedicated workforce. With these two sections led by a combination of vision, inhouse talents and innovative strategies, we should be able to provide specialized services to various vital business sectors.

I take this opportunity to remind you all that we are continuously investing in technology advancement & process integration to add more value & produce high quality products. Our success depends on our customer choosing us. Our product quality and commitment have enabled us to build a long term relationship and rapport with our esteemed customers. We are dedicated to the critical task of strategic expansion in the steel and captive power sectors and grow together with our customers.



We are all well aware of the fact that steel is crucial to the development of any modern economy. The level of per capita consumption of steel is considered to be one of the important indices of socio-economic development and living standards of the people in any country. India has traditionally been one of the major producers of steel in the world and the country is expected to emerge as a strong force in the global steel market in the coming years. We, in Karnataka, can take pride in the fact that our state produces iron and steel to the tune of 20 MTPA constituting about 24% of the country's overall production. With the adverse impact caused by the suspension of iron ore mining in Bellary, Chitradurga and Tumkur in Karnataka and neighbouring states, the status of BMM-Ispat as the major consumer of Karnataka's iron and steel output has been hit hard. However, our continuous technological upgradation has given us the muchneeded cushioning and minimized the damage.

I am sure the arrival of 'Metalloid' is indeed a watershed moment in our history which will greatly enhance interpersonal communications and create a harmonious and productive environment.

Wishing the 'Metalloid' team all success.

Jai Hind!

Dinesh Kumar Singhi MD & CEO

Remembering a visionary... Our Founder!



He was different and way ahead of his times.

He ventured more than others thought was safe; Cared more than others thought was wise; Expected more than others thought was possible and Dreamed more than others thought was practical.

He dreamed of an empire in which people would offer their sweat, toil and talents for achieving collective and individual excellence.

He had known that dreams were the seeds from which reality would sprout.

One day, it did sprout, nurtured by his genius, courage and commitment.

Shri. Udaychand Singhi, our late founder had a

vision of things that people thought never existed and asked, "Why not?", unlike those who saw things as they were and asked, "Why?"

His dreams knew no boundaries, barriers or distance; miles and obstacles meant nothing to him. He made Karnataka his home and put the Bellary & Hospet region on the industrial map of India.

He established Bharat Mines & Minerals in 1976 to

supply iron ore to MMTC-Metals & Minerals Trading Corporation, the largest public sector trading agency. He could not have timed it better as India was on a fast track growth with exports and infrastructure development on an upswing. The company's initial capabilities were significantly bolstered by the acquisition of 26.2 hectares of land with an estimated 60million ton iron ore deposits.

Guided by the founder's proactive approach to business, what began as a modest venture in Bellary and Hospet grew in size and stature and went on to notch up many achievements. Company's iron ore production touched an alltime high of 2.5 million tons in 2006-07.

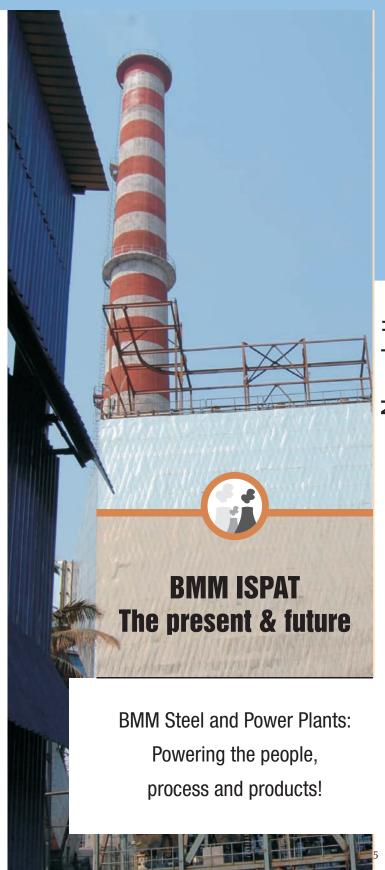
Over time, the company has crossed many a milestone under the stewardship of Shri Dinesh Kumar Singhi who took up the mantle from his illustrious father. From being the first mining company in the region, BMM evolved into a vibrant group through a planned diversification. First came a sponge iron plant followed by captive power plant & steel plant fed by the captive ore from BMM mines. Then a cascade of ventures followed taking the company forward into beneficiation of iron ore, manufacture of pellet, sponge iron, billet & TMT rods. It is needless to add that in every area BMM set new benchmarks for the industry.

The year 2001 was a watershed in the history of BMM-Ispat. The company was awarded an export licence by Government of India which opened out a horizon of new possibilities. By 2008, the company's iron ore export touched the 5-million ton mark.

Well, it is a journey that has crossed many a milestone spearheaded by a person to whom no goal was far away.

Remembering our Founder or recalling his achievements is just one aspect of our duty, but there is a bigger responsibility that each one of us at BMM-Ispat needs to be conscious oftaking his legacy forward and rededicating ourselves to the lofty ideals that he stood and strove for.

Singularly it will be the richest tribute to him.



Corporate Director's Message







I'm very much delighted for bringing this In-house magazine "Metalloid". Congratulations...It is an important tool in communication and sharing ideas...

To embark on a journey of success one needs the tools of prepared ness,

foresight and strategic planning. BMM is dedicated to the cause of contributing back to the environment and the society. This is the very reason why the company has progressed to where it is now in such a short time. BMM today, is well positioned to take forward its 32 year ethos with renewed vigour, having formally integrated its economic sustainability, environmental concern and the social needs of its stakeholders.

Over the years, we at BMM Ispat forged a remarkable reputation for our enterprise by establishing unrivalled quality flexibility and reliability in our products.

BMM Ispat, in its pursuit of excellence has focused on technological advancement, innovation, and quality product initiatives to boost

customer satisfaction. The core value of the organization of "Harnessing the natural bounty of iron ore resources to deliver value added quality products with a focus on continual improvement through strategic thinking, tenacity at work and ethical means, delighting the customers and society as a whole" has allowed it to empower itself, thereby creating a superlative market.

Our mission is "to attain and maintain market leadership through technological and product superiority and maximize value-addition and to unearth natural resources of our planet in a responsible manner for the benefits of humanity while ensuring that minimal damage is caused to the environment." BMM has always used the most environmental friendly procedures for Mining and manufacturing Steel.

As the saying goes, "the tough get tougher when the going gets tough". Mr Dinesh Kumar Singhi, MD and CEO, is the force behind the company that has carved a niche place in the industry today. He says "We started making steel, just out of passion".

With best wishes

M Senapati Director-corporate Planning & Development

Know your products





It is the tenth most plentifully available substance in the world and the fourth in the Earth's crust. Yet it is almost never found in free elemental state. It has existed right from pre-historic times and has been very important to mankind. In fact, one phase of man's evolutionary journey has been named after it. Iron is the most familiar and also the most used of all the metals accounting for over 95% of the metal tonnage produced worldwide.

Use of iron dates back to the Iron Age when it was used for making weapons and cutting implements. It is difficult to say as to when man first used the metal, as the Iron Age began at different times in different parts of the world.

Iron extraction through the process of smelting is believed to have been popular as early as 1800-1200 B.C. Iron is not found in its pristine form, but is obtained from processing iron ores which are essentially rocks or minerals rich in iron oxides. Some of the common ores used for iron extraction are the Magnetite, Hematite, Goethite, Limonite, Titanomagnetite, Massive hematite etc. By virtue of its 66% iron content, Hematite is directly fed into blast furnaces used for making pig iron which is one of the ingredients of steel. More than 98% of the ore mined across the world is used for steel manufacture. In today's global economy iron ore is as important as oil.

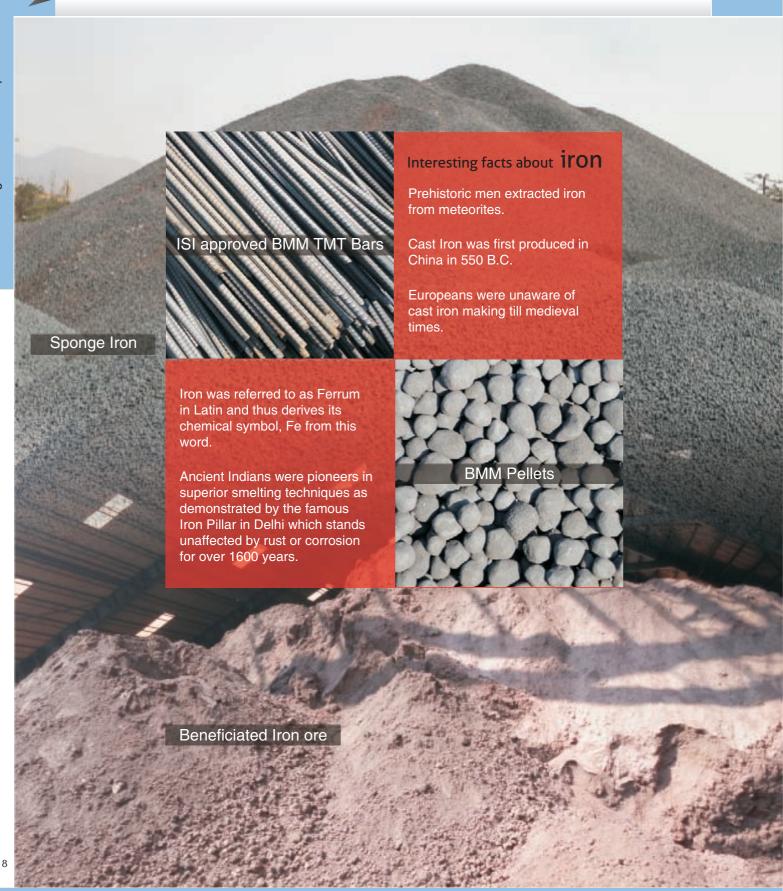
In the years preceding the industrial revolution use of goethitie was widespread, while most of the industrialized nations today use hematite deposits which are also called 'direct shipping ore' because of its ready-to-use state. With the depletion of ironrich hematite deposits over time, a lower grade ore called Taconite came to be used. Beneficiation process, which involves crushing, milling, gravity or heavy media separation, and silica froth flotation, is mandatory for all low grade iron ores.

Another preferred ore is the Magnetite which is used because of its magnetic properties that make its separation from other minerals easy thereby ensuring a higher level of purity.

Chemical analysis of iron ores will reveal they are nothing but strongly bonded oxygen and iron atoms. Smelting or extraction of metallic iron is essentially removal of oxygen by using carbon which establishes a strong bond with oxygen at high temperatures. And that explains why the powdered ore is mixed with coke and burnt during the smelting process. However, it is not without a hitch. The process will have to be carried out in an oxygen deficient condition so that the oxygen knocked off from iron combines with carbon to form only carbon monoxide (CO) and not carbon dioxide (CO2).

BMM's Products





Safety Day





National Safety Day Celebration, March 2012

Ever since the Industrial Revolution broke out in the middle of the 18th century in England, safety has been a prime concern of the working class as well as the industry owners. Over the years it has gained critical importance like quality and has come to be regarded as an integral aspect of efficient business enterprises. Today, the concept of industrial safety encompasses 3Ms namely Men, Machine and Material and continuously endeavours to protect them from accidents. In fact, safety has been enshrined as one of the fundamental rights of every worker and recognized as a principle duty of an employer to create work environment that is secure, healthy and worker-friendly. At a time industrial processes become increasingly dependent on machines, eliminating risks for the workers is a critical task before the employers. Safety awareness level has considerably risen in the post-independence period in India, thanks to the thoughtful policy initiatives by successive governments.

The National Safety Council (NSC) was established by the Ministry of Labour, Government of India on March 4, 1966 to create, develop and maintain a voluntary movement on Safety, Health and Environment (SHE). This apex, non-profit, tripartite outfit has been organizing various events like training programmes, conferences, seminars & workshops, consultancy services for risk assessment & safety audits etc. besides facilitating dissemination of information on all aspects of safety. These measures by NSC have resulted in a substantial reduction in the rate of industrial accidents across the country and little wonder then that March, 4- the day National Safety Council was founded - is being celebrated as the Safety Day every year since 1972.

On March 4, 2012 Safety day was celebrated at BMM with lot of involvement and enthusiasm. In the morning all employees taking 'Oath' went on a Safety March led by President-Operations, CGM-HR, Admin and EHS around the entire factory to create an awareness on the importance of National Safety Day. Pamphlets, Safety Tip Cards, Placards and Safety Caps have been distributed to all the participants. Banners & Placards carrying Safety Messages were displayed at vantage points in the factory.

A mock drill was Organized at each plant to create an awareness to improve safety in the factory premises.

After the March President-Operations addressed the gathering on the importance of safety and Senior Management distributed the prizes to the winners of the various competitions conducted among the employees on Safety-Essay Writing, Slogan Writing, Safety Posters, Safety Skits, and Songs on importance of Safety.

Safety Day





Saftey rally flagged-off by President Operations V N Patil , GEO Alok Borar, CGM-HR Madan Mohan P Raju & other senior members of BMM Team



Employees on Safety march ... a pride moment



Cheerful BMMItes actively taking part in the safety march



A section of audience Participated in the safety day program



Importance of Safety in Industry explained by President Operations V N Patil during the meeting



GEO Mr Alok Borar handing over the first prize to N. Nagaraju for the 'Best Essay on safety'



Emmanuel receiving the first prize from Mr V N Patil President-ops for safety quiz



Mr Madan Mohan P Raju CGM-HR giving away Yellogi Rao the prize for best safety slogan



Mr S C Mishra handing over the Prize to Kiran Bellad for slogan on safety



President Operations V N Patil, CGM-HR Madan Mohan P Raju and Senior Members of the of BMM team leading the safety march

Events





63rd Republic Day Celebration 2012

As Sun raised in the East the entire Nation started celebrations of 63rd Republic Day and Celebrations in the premises of BMM too started with enthusiasm.

President-Ops V N Patil, hoisted the flag and addressed the gathering on the Republic day. His address covered BMM's contribution to Indian economic growth, importance of industry in this region and how standard of living has improved due

to industrial growth, sacrifices of our leaders in the freedom struggle. He also stressed the need for team work and requested everyone to contribute to in the growth of our nation.

In the event of Republic day celebrations various competitions like Singing (Patriotic songs), Quiz, Dance, elocution and Mono acting were conducted and prizes were distributed to the winners.



D.Shivakumar receiving the award from Mr.V.N.Patil-President - Operations for 'best dancer'.



Gowramma S.M receiving the best award for 'singing women' from Mr.S.C.Mishra



Emunual.P receiving the best award for 'singing men' competition from Mr.Lakshminarayan



Vijayakumar receiving the best award for solo acting from Mr.Madan Kumar



Traditional Puja being performed



Dr. Chandragupta, IPS, SP-Bellary inaugurated the BP-2 in the august presence of our MD Mr. Dinesh Kumar Singhi and other members of the BMM Team

Events



New Plant Inauguration

Once again BMM's Visionary, Team Leader and our MD Mr. Dinesh Kumar Singhi proved that he is ahead of times by setting up Beneficiation Plant-2 with a capacity of 1.20 Million Tons and Pellet Plant-2 with 1.20 Millon Tons. This was inaugurated on the auspicious day of Shivarathiri, 27th February, 2012 by Dr Chandragupta, IPS, SP-Bellary in the presence of our MD and hundreds of BMMites.





Officials of the Consortium of Nationalised Banks taken through the BMM's new facilities

Bankers Visit

Consortium of Nationalised Banks Management Team visited BMM Plant on 21st March 2012 to know the progress made by the company and the entire team left with satisfaction that their financial assistance is in safe hands



Training & Development



Learning never ends... BMM takes every care in enabling and equipping their employees on the latest developments of the industry. Throughout the year many training programmes are conducted to augment them with the necessary skills not only to improve the productivity in their personality but also to motivate them.

Some of the training sessions conducted during Jan-March 2012 and the participants.

Analysis of Carbon, Manganese, Silicon







Control Panels, PLCs, DCs, Controllers and Compressors







Verification & Calibration of weight feeders







Training Program on Fans & Blowers







Training & Development





With 35 Certified Internal Auditors in the team BMM ensures quality procedures are strictly followed at every level. Their active participation and involvement takes this spirit down to the lowest cadre thus making quality a way of life in BMM Plant at Danapura.



















Internal Auditors actively preparing and compiling every process and procedures followed by the BMM's process units.





ISO-9001:2008 - TUV NORD, Audited the systems, procedures, practices, documentation and people's involvement for all existing process in practicing ISO - 9001: 2008 Standards. Auditors appreciated the team and recommended for ISO-9001:2008 Certification.

Corporate Social Responsibility



BMM's CSR- all about compassion, commitment and competence!

As BMM-Ispat grows and expands, it has never lost sight of the core values it has been guided by down the past. It has been very conscious of the society at large and has ensured its operations are not harmful in any manner to the people

around. As an organisation, BMM has always gone the extra mile to add value to their life and has remained a prime force behind their progress with a slew of welfare measures. Here are some vignettes of such well-meaning initiatives:

BMM Ispat ltd., Sri.Udaichand Singhi Community Health Center.

Sri. Udaichand Singhi Community Health Center is inaugurated by Dr.B.K.Sundar, on 28.03.2012 at Hanumanahalli village near by our plant. Our MD Mr. Dinesh Kumar Singhi, presided over the inauguration ceremony.

We envisage to provide medical treatment to 22 nearby Villages through this community health center. Free consultation by qualified and experienced Doctors and medicines are being dispersed as deemed fit with a nominal fee. Experienced Paramedical staff to support the Doctors are also deployed. The treatment will be given for all general health problems. The working hours of health center is morning 9 AM to evening 6 PM.

Basic medical equipments have been installed in the center.



Our MD, Dr Arun and Dr Srikanth lighting the auspicious lamp at the community health centre along with the other guests



Dr.B.K.Sundar inaugurating the Sri.Udaichand Singhi Community Health centre in the presence of our MD Mr. Dinesh Kumar Singhi, other Guests & village elders



An elder from the village community lighting the auspicious lamp along with our MD Mr. Dinesh Kumar Singhi

Corporate Social Responsibility







A sapling is planted and watered together by elders of Hanumanahalli village & our MD Mr. Dinesh Kumar Singhi and the village community." BMM beleives in inclusive growth of Community, Environment and Industry.'

Drinking water for villagers and travelers during Summer at surrounding villages by BMM Ispat Ltd.

Water is a key component in determining the quality of our lives. Health officials emphasize the importance of drinking at least eight glasses of water everyday to keep the metabolism active and healthy.

The scorching heat during summer demands regular water intake to avoid dehydration. The villagers, travelers and truck drivers are severely affected by the scarcity of quality drinking water during the summer months.

Every summer BMM sets up drinking water points at important junctions in the surrounding villages like Hanumana Halli, Danapur and Mariyammana Halli



CGM-HR Madan Mohan P Raju and Mr Lakshmi Narayana inaugurate and distribute water to the community

and ensures continuous supply of drinking water to the villagers, passers by, travelers and truck drivers.

Everyone appreciates these initiatives and BMM assures them to give a helping hand whenever there is a need.

Mass marriage celebrations in Danapur

Every year Danapur villagers organize Mass Marriage function during the local fair day. 29 couples got married on that occasion. BMM Ispat Ltd participated in this function as a responsible Corporate Citizen. The function was attended by Local Gurus and local authorities and elected representatives of Village, Grma Panchayats, Taluk and District level.

BMM

Glimpse of National level Volleyball Tournaments sponsored by

Corporate Social Responsibility



57th National Level Volley Ball Competitions

A national level volley ball tournament for boys and girls under 14 years was conducted by the Karnataka State Government on the advise of the Sports and Cultural ministry, Government of India between 16 to 21 January, 2012 in Bellary District. More than 800 players from 22 states and 2 Union territories took part in this gala event.

BMM Ispat sponsored the event to the fullest satisfaction of all the participants and government officials.

BMM ISPAT LTD, DANAPUR WELCOMES ALL THE PARTICIPANT

ON 16.01.2012 TO 21.01.2012

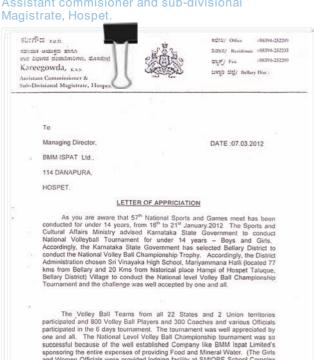






This gesture was well received by all concerned and specifically appreciated by Mr. Kareegowda, IAS, Assistant commissioner and sub-divisional Magistrate, Hospet. He also sent a letter to BMM expressing his sincere thanks and requested to continuously participate, sponsor and partner in all district administration initiatives and CSR activities.

A letter of appreciation from Mr. Kareegowda, IAS. Assistant commisioner and sub-divisional



successful because of the well established Company like BMM Ispat Limited's sponsoring the entire expenses of providing Food and Mineral Water. (The Girls and Women Officials were provided lodging facility at SMIORE School Complex at Hanumana Halli and Boys and Men Officials were provided lodging facility at Morarji Deasi residential School Complex at Thimmapura) for all 1100 participants. Further BMM Ispat Limited also provided drinking water facility at the sports complex venue at Sri Vinayaka High School for the benefit of the Public / Visitors / Audience who witnessed the National Level Volley Ball Sport Meet which was a rare occasion for the villagers and they have enjoyed the Sport played by the various State volleyball teams. The Local Member of Legislative Assembly and all other People's elected and eminent personalities witnessed the sport. The 57th National Level Volley Ball Tournament Championship Trophy sport. The 57th National Level Volley Ball Tournament Championship Trophy was Won by Manipur State in the category of Boys under 14 years and Runners-up by Uttar Pradesh State Team and the winners of the Girls team was by the Haryana State Team and Runners-up was the Host State Karnataka.

meet can be conducted / organized successfully with the support of Companies like BMM Ispat Limited's participation in this type of Sport meets or any other activity which District Administration takes-up any such types of activities in future and BMM Ispat Limited not only incurred a cost of Rs. 22.00 lacs and also deployed enough manpower to oversee the arrangements.

We wish BMM Ispat Limited will continuously participate, sponsor and partner with all future District Administration initiatives and CSR activities days to come.

With best regards,

Beg 1130

Family is growing



Let us extend a very warm welcome to our new colleagues!

They will certainly make a signal contribution to the success of the company. Let us give them every opportunity to excel in their respective domains so that they can achieve personal success and at the same time help the organization achieve its objectives.

It is our fervent hope that they make full use of this diverse, inclusive, learner-centric environment and forge meaningful relationships with fellow team members.

We will do everything possible to ensure their experiences are pleasant, enjoyable and rewarding in every sense of the term.



Shankrappa Malagali Beneficiation Plant - II



Venkata Krishna N Beneficiation Plant - II



2899 Tejraj Beneficiation Plant - II



Chethan Parappa Pail Rolling Mill



N S Surendra



Chetan Kumar **RMHS**



Bhapuri Umesha Administration



Shreenivas Dotihal Sr.Officer



K S Bhargava **RMHS**



Quality Assurance



Raghavendra G Pellet Plant - II Asst.Manager



Chandagundi **Tippeswamy** RMHS, GET



Sr.Assistant



GET



Nagaraja S A Pellet Plant - II



Beneficiation Plant - II



2916 Basavaraj **RMHS**



Santhoshkumar Kallappa Projects, GET



Vinay Kumar R **RMHS**

Family is growing



New employees



2921 K Venkatesh Chowdari Purchase



Parashurama H
RMHS



2923
Achunala Rajesh
Beneficiation Plant - II
GET



Manjunatha C RMHS



Kannan N S
Projects
President



Biswanath Das Gupta
RMHS
Sr.Manager



2927 Katragadda Ravi Kumar Automobile Dy.Manager



Deepak Billur QMS Asst.Manager



Ajjaiah N
Purchase
Jr.Officer



2930 Syed Irfan Basha Automobile Engineer



2931
Banibrata Mukherjee
Purchase



2934
Siddesha abu G N
Finance & Accounts
Officer



2935
Keziya Titus
Veeradasary
Finance & Accounts



2936 Surya Narayana R Finance & Accounts Manager



2937 Mahiboob Abdullchadar Mulla, Quality Assurance Chemist



2939 V Chandra Sekhar Reddy Purchase AGM



Nagesh Patil
Quality Assurance
Trainee



2941
Raman Gowda F
PP&BP - II
Asst.Manager



2942 Mahesh H Internal Audit Officer



2943
Raghavendra P
Quality Assurance
Jr.Chemist



2944
Balanagouda
Purchase
Jr.Officer



2945
Rajeev Lochan
Sangam



2946 Ritesh Kumar PP&BP - II Jr.Engineer



2947 Laxman Rao Nettem Purchase Manager