



Indian roots. Global reach.

Commodities | Textiles | Infrastructure





Minerals wealth management



Lanes of cane...



Sailing across the seas with Sara



A port of ultimate convenience



Sara's first footprint in the world of manufacturing



Seamless rail transportation



The softer touch of Sara



Steel supply synchronized

>> Taking excellence to the world,
bringing home the best

Sara Group

Sara Group is India's leading business conglomerate with interests in commodities, textiles, infrastructure development and ports. With a dedicated team of over 1500 employees and offices in Beijing, Dubai, Zagreb, Belgrade, Cleveland and Johannesburg, the company is continually identifying new business opportunities in India and the world over.

Over the years the group has built on its strengths and transformed itself into a powerful commodities trader. Today specialized and professional teams manage its portfolio ranging from ores and minerals, steel and metals, coal and energy to agriculture.

Having had a sizeable presence in the textiles business for over 15 years, it is today one of the top three terry towel producers in India. Under Sara Textiles Limited, the group is a dominant exporter of home furnishings to Eastern Europe, making it one of the group's key markets.

Infrastructure is one of the core areas of growth for the group as it is for India, and it plans to be a key driver in the industry through the development of world-class ports and rail infrastructure. Under a special purpose vehicle (SPV), Gopalpur Ports Limited, the group is modernizing, expanding and operating Gopalpur Port on the Eastern coast of India.

The group has its roots firmly planted in India, but has always aspired to take Indian expertise to the world; and bringing the best in class products and services back home. It has stood strong on its principles of:

Honesty and integrity in each transaction

An attitude of inclusive growth

An environment to empower its people

A willingness to learn



Indian roots. Global reach.

For more information, please contact
info@sara-intl.com



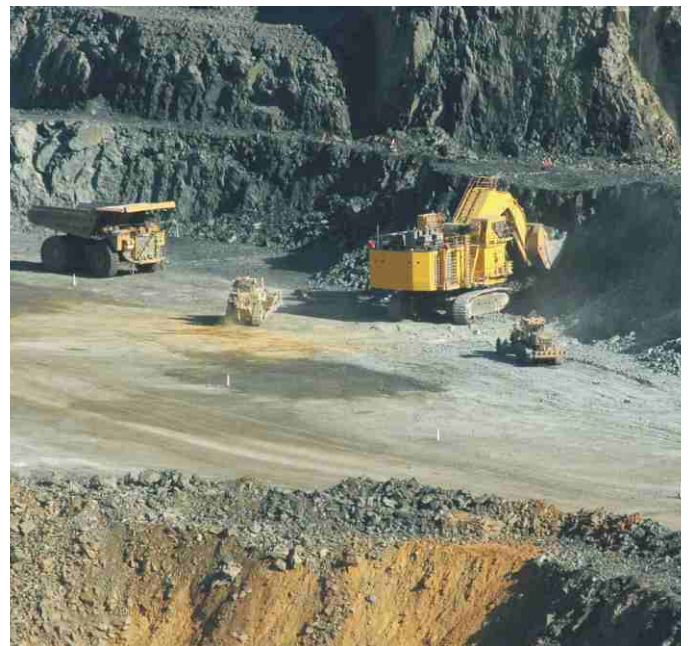
>> Unearthing value

Ores & Minerals

Sara Group is one of India's premium non-mining iron-ore suppliers. With year-on-year growth topping 25%, ores and minerals is its fastest growing division. In 2005, it ventured into chrome-ore trading, sourcing chrome from Turkey and Albania to sell to its customers in China. It has now established enduring links with its Turkish partners to achieve long-term targets of moving cargo volumes. In 2007 the group forayed into the bauxite and llemenite industry, sourcing from Indian miners, consolidating the cargo and exporting in bulk to China.

Sara Group also manages a successful ore logistics division. The company has two railway rakes which run exclusively for its own business between the mine head and the port, allowing the movement of much larger tonnages of iron-ore compared with other industry participants. This not only gives a competitive edge to the group's pricing capability but also greater speed at which it is able to move cargo.

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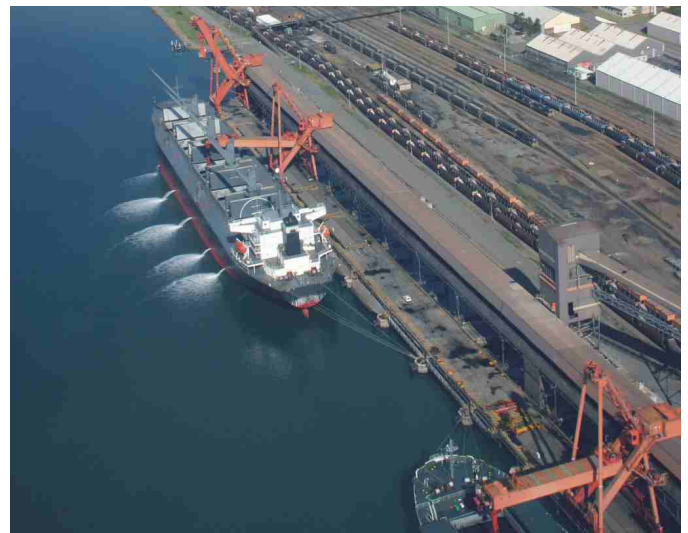
For more information, please contact
ores@sara-intl.com

>> Fueling growth

Coal & Energy

Sara Group has made strategic investments in coal – in both mining and equity stakes. The group's strategy also involves ownership of coal mines, both thermal and coking coal, for sale into India. Sara Group also sees alternative energy as a growth area, with special emphasis on bio-fuels. The increase in demand for energy, along with a growing appreciation for environment protection, makes alternative fuels not only a good business opportunity but also a necessity.

Coal imports into India will play a dominant role in the next decade, and Sara plans to be a consistent and solid player in this market.



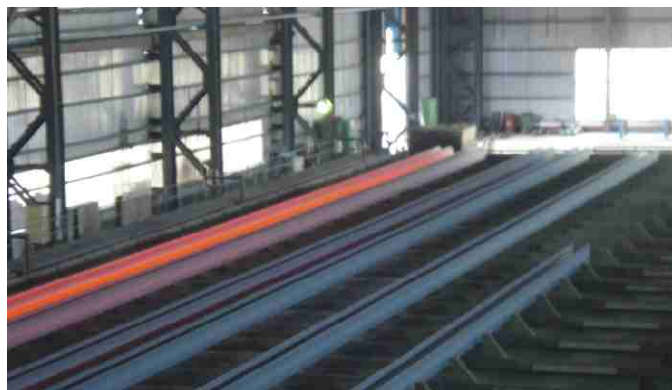
For more information, please contact
coal@sara-intl.com

>> Proving our mettle

Steel

Sara Group is one of India's leading traders of raw and finished steel. Its product range includes billets and blooms, wire rods and hot rolled coils, pipes, galvanized steel and stainless steel. The industries the group supplies to include manufacturers of tools, fasteners, electrode wire, wire mesh, pipe and tubes, construction and shipbuilding. The group has excellent business relationships with over 25 top-tier steel mills in China, and it has recently opened an office in Beijing to handle purchasing, procuring and shipping of steel. The group prides in having satisfied customers in countries ranging from India, Saudi Arabia, United Arab Emirates, Spain, and United States to Ghana, Poland and Mexico. Some of the biggest steel consumers in the world; prominently Stanley Works and Dubai Wire have been customers of the group for a number of years.

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steel@sara-intl.com

>> Feeding on experience

Agriculture

Sara Group has been a leading wheat exporter and importer into India and has made successful foray into other agricultural commodities like barley, maize, soya bean, sugar, rapeseed and cotton. It is now expanding into soya and rice extractions and exporting to the Middle Eastern and South East Asian countries. For this, teams near the production areas have been established to have full control over procurement, logistics and pricing. The group also has business relationships with some of the largest rice producers in the country and is their channel partner for their export products. The in-house agriculture team is one of the most respected and dynamic in the industry. The team has combined experience of over 50 years in this business, allowing it unmatched operational advantage.

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>> Quality delivered, on time, every time

Sourcing

Sara Group is the exclusive sourcing partner in India for Home Retail Group Plc. (HRG) of the UK, one of the largest retailers in the world and Textile Promet, the leading retail chain in Eastern Europe. The group is responsible for the whole supply chain – from vendor evaluation and selection to on-time shipping for almost HRG's entire range of 40,000 products. Apart from being led by the best in class top management, the sourcing team also includes in-house quality control and audit managers, category and logistic managers, allowing them to execute and deliver world-class sourcing solutions.

The group is also a preferred supplier for Stanley Works, a multi billion-dollar USA based corporation, which is one of the world's largest tool makers. It sources and stocks specialty steel, ferrous and non-ferrous forgings as well as steel plates for them.

For more than 10 years, Sara Group has been the sourcing partner of choice for some of the biggest home furnishing and textile retailers in Europe.



For more information, please contact sourcing@sara-intl.com

>> Draping the world in its colors

Textiles

Sara group was built on the foundations of the textile business. This now encompasses trade in home textile products in the markets of Croatia, Serbia, Bosnia, Romania and Hungary. It has also ventured into manufacturing by setting up a state of the art factory producing terry towels. Sara is the third largest producer of terry towels in India and exports its products to Europe, USA, Australia and the Middle East.

A large and competent team of textile engineers runs the textiles business, ably supported by quality inspectors, experienced merchandisers and production managers, all of whom are the industry's leading professionals. With offices in Ahmedabad, Karur, Panipat, Ludhiana and Chandigarh, it has roots in all the textile centers in India. The group maintains its custom-bonded warehouse in Koeper, Slovenia for supply of towels, yarn and home textiles to its customer base in Central Europe.

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>> Laying solid foundations

Infrastructure

With the phenomenal pace of growth that the Indian economy is experiencing, infrastructure development has become vitally important to India. Coupled with a great need for private participation, this has become a major area of growth for the group.

Sara has exploited this arena by entering into an agreement with the Government of Orissa, to develop and operate Gopalpur port. Under the specially floated Gopalpur Ports Limited, the group is planning to invest USD 600 million over the next 5 years to become a major player in the Indian ports and maritime sector.

The group has also entered into rail infrastructure development by partnering with the Indian railways in the purchase and movement of railways trains (rakes). It already owns two railway rakes through which it moves over 1 million tons of cargo, from the hinterland to various ports. The group is now in the process of evaluating construction of its own railway sidings to move up the rail supply chain in the country.

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For more information, please contact infrastructure@sara-intl.com

Global Presence



Rooted in India,
reaching globally.

Corporate Office:

New Delhi

Plant:

Baddi, Himachal Pradesh

Branch Offices:

Ahmedabad
Amritsar
Barbil
Chennai
Haldia
Kandla
Karur
Ludhiana
Panipat
Paradip
Tirupur
Vishakapatnam

Overseas Offices:

Beijing
Belgrade
Cleveland
Dubai
Johannesburg
Zagreb