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Excellence endures and sustains. It goes beyond motivation into the realms of inspiration.

-Azim Premji



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From the MD

Dear Members of the Sara family,

We are fortunate to see the ill-effects of Corona virus disappearing every day. It seems the worst is over but lessons of last two waves have guided us to precautions and taking the SOPs of Covid protections seriously.

I am pleased to inform you that the Group is now on much better footing as uncertainty is seeing an end and demand is returning.

STL have just achieved its highest ever turnover of 377 MT's of dispatch in September 2021. MRPL have also achieved its highest sales volume in September 2021. SIPL have developed a new avenues of Chrome Ore from South Africa from where shipment is on board and we can look forward to a continuous supply from this part of the world. All other subsidiaries are on the upswing.

I am very sure that the second half of the Financial Year 2021-22 will be better and overall the result of the year will be encouraging.

I wish all of you a great season of Diwali, Dussehra, Christmas & New Year and pray that we have left the virus of Corona behind us.

With my best wishes and Seasons' Greetings !

DP Singh

“ I am pleased to inform you that the Group is now on much better footing as uncertainty is seeing an end and demand is returning. ”



Sara International Pvt. Ltd.

Steel & Metals

After the pandemic's second wave has settled down in India, almost all the primary steel mills are back to operating at over 90% production capacity since there is good demand from the infrastructure and construction sectors. The smaller steel mills which had earlier been operating at around 50-60% capacity have also started increasing their production. The drop in raw material prices, especially Iron Ore, as well as improved production from the sponge iron players are helping the smaller mills to return to normalcy. It is expected that the steel demand will increase on account of resumption in government infrastructure projects as the monsoon season will get over by end-Sept. Further, construction companies and real estate builders are starting to stock up steel for future use. Although the domestic demand is not bad, however exports outlook is still bearish, thereby steel plants are under pressure to liquidate their stocks.

As far as exports are concerned, steel mills are looking for newer markets like Turkey, South Africa, and Latin America, but the exports to these destinations cannot match the export volumes to Europe, Vietnam, or China. Overall, it is expected that exports during this quarter could be less than the previous quarter. In China, the downstream steel sector registered a slow but steady growth this quarter as compared to previous quarters, however, the performance of the Chinese steel industry remained affected by the repeated Covid-19 resurgence in various provinces.

Iron Ore

Iron Ore Fines export prices from India have been falling this quarter due to China's strict policy on energy consumption and steel production controls. Many regions have already witnessed a fall in steel prices from the peak levels and it is expected that prices will remain stagnant for the rest of the year. Therefore, the demand for Iron Ore from China is expected to remain weak in the coming months which will further put pressure on the market prices since the market is over-supplied with the ore. Even though Chinese steel mills are running low on inventories, yet the procurement has been on the lower side due to uncertainties around steel production curbs. With crude steel output over the first half of the year growing at about 8%, the country has clamped down for the rest of the year intending to limit steel production.

Moreover, the bearish outlook on the real estate sector has triggered panic across related markets. The construction sector in China expects stricter governance measures to be taken against the property market, which would result in slow steel demand growth. Nonetheless, the upcoming holidays in October have activated some restocking demand by the mills and therefore spot prices have rebounded at the end of this quarter.



Chrome Ore

This year Chinese steel mills have been facing production cuts amidst the carbon neutrality pledge. Inner Mongolia, the heartland of ferrochrome production in China, is facing severe production cuts as the government has launched a strict carbon-cutting plan resulting in the shutdown of ferroalloy plants. The production curtailment is higher in the northern provinces, while the southern and east-ern parts of China have also been affected. South China is facing similar power controls which have resulted in the complete shutdown of many small and medium ferroalloy plants, whereas the large plants are operating at about 50-60% capacity. Due to this, there has been a tight supply of Ferro Chrome in the China market which has led to a price increase. While Ferro Chrome sellers are waiting for a further hike in prices, however, the present market is in favor of stainless-steel mills and that is why the alloy producers are compelled to reduce their offers to sell their material quickly.

Adding to the above, the container availability situation has not been good this year and thereby re-sulting in higher freight levels as well as delayed shipments. In such challenging market situations, we have still managed to ship more than 20,000 Metric Tons of Chrome Ore from Albania to China, as well as about 5,000 MT of Chrome Ore from South Africa to China. We are focusing to increase our volumes from South Africa and even looking into possibilities of shipping in bulk vessels. We hope that the container availability situation should normalize this quarter which will enable us to increase our export volumes from both Albania and South Africa.



Coal & Energy

Post the Covid-19 lockdown, the manufacturing industry has now returned to normal levels and thereby putting pressure on power requirements. The power plants in India are facing an acute shortage of fuel so the government has asked power producers to explore the coal imports to meet their requirements. Most of the power plants utilize imported coal for blending with domestic coal so that the dependency on the part of Coal India Ltd can be eased to a certain extent. Interestingly some time back, the government was critical of the coal imports made by power plants considering the ample coal availability in the country, however, given the current coal supply crunch, along with an uptick in electricity demand, the expensive route of imported coal sourcing is being proposed to avoid any shortfall in power supply.

On the other hand, power plants have shown reluctance to import coal amid soaring coal prices in the international markets. The supply disruption in Indonesia due to heavy rains as well as the strict quarantine rules on rising Covid cases have worsened the coal mining situation. Owing to the sharp rise in imported coal prices this year, most of the sponge iron manufacturers have shifted to domestic coal to keep their plants running. However, with the government's decision to prioritize domestic coal supply to the power sector, various other sectors, like the sponge iron and cement industry, are struggling to get rakes for domestic coal and thereby resulting in supply disruption. It is expected that South African thermal coal prices are likely to go up as domestic coal shortage would persist for some time while stocks at Indian ports are quite limited. The rise in South African coal is anticipated amid surged demand from India and China. This is an added advantage to our existing coal stocks lying at Kandla Port.

Coal loading at Kandla Port

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Magnum Resources Pvt. Ltd.

After the alarming situation of the 2nd Wave of the pandemic, all the industries, especially the garment industry have seen an increase in business.

Due to orders shifting from China to India, there is a steep demand for business from garment exporters. Export orders have substantially increased, and Magnum has taken full advantage of this opportunity & managed to get a very large share of these orders.

Magnum has successfully installed the Sunrise hanging system in five different locations for the largest export house in India.

We have also sold the first Supreme Automatic Cord inserting machine for Joggers.

There seems to be an increase in demand in the Technical Textile business as well and Magnum has closed 2 orders for the Thermoplastic Fabrics welding machines.

The focus on automation and productivity enhancement are macro trends that are here to stay and Magnum is well placed to not only to offer the best solutions to our customer base but also drive greater adoption of cutting edge technologies.



Cord insertion machine



Installation of Sunrise Hanger System

Group News

Independence Day Celebration

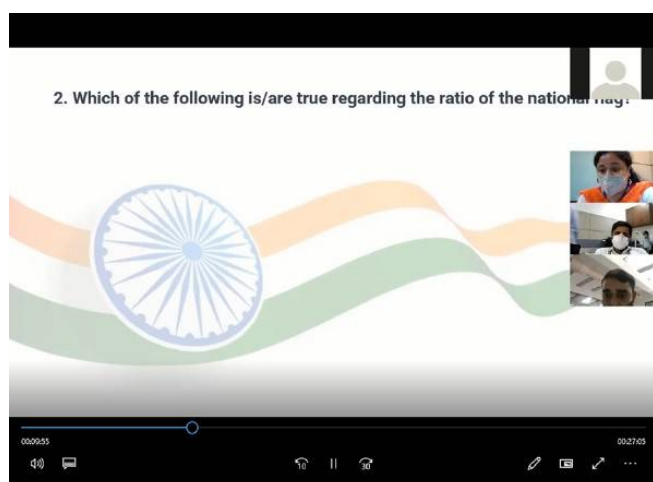
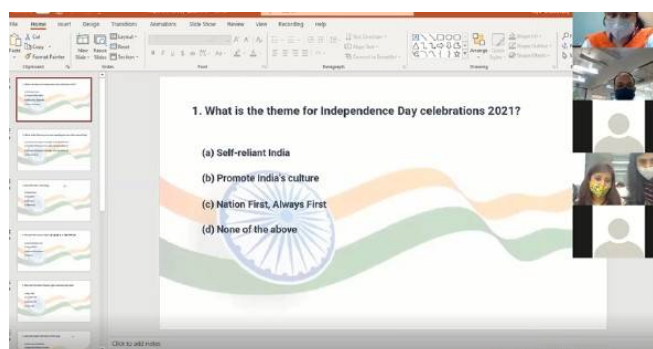
“Freedom in the mind, Strength in the words, Purenness in our blood, Pride in our souls, Zeal in our hearts”. This year we celebrated our great nation's 75th Independence Day.

SARA had a virtual celebration to remember and cherish this glorious day, which was the beginning of a “New Independent India”. A country free from the shackles of long-aged slavery, the fight to gain our Independence was full of difficulties and was hard-earned, many brave lives sacrificed themselves. Therefore, the whole country observes Independence Day to celebrate the freedom we enjoy in our county and to acknowledge the long struggle that preceded it. This year on account of the coronavirus, the festivities of Independence Day may get dampened, but the spirit was as strong as ever, and everyone was basking in patriotism with pride.



The day at SARA House was started with tricolour-themed decorations, people wore ethnic attires, and we had a virtual quiz round based on our past and present glories, we sang along our National Anthem a feel of strength, unity, and prosperity prevailed in everyone’s heart.

Independence Day Quiz



Vaccination Drive

We took care of our SARA family's health needs and well-being by completing our 2nd dose of vaccination, we camped at Qutab Golf Course. We at SARA are proud to achieve more than 90% fully vaccinated mark for our colleagues.



Krishan Gopal Arora

Purchase Manager
Sara Textiles Limited

1. A brief on your role at Sara

Being a Purchase Head. my role in the current situation is to head a team responsible for procuring goods and services for company use like Yarn, Dyes and chemical Machine spares, Packing Material considering the best available quality for the lowest price. Supplier evaluations, negotiations contracts, and reviews product quality are all part of my role. Increasingly, I am also playing a role in forecasting of prices.

2. How do you see your future at Sara

Being associated with the SARA group for a long time for more than 12 years and looking to the spent lifetime with SARA I foresee a bright future of the organization in time coming ahead.

3. Your goals while in your current role at Sara

My main goal in my current role is to deliver input material in the right quantity and quality at the right time to the right place at the right price at the lowest logistics cost in such volatile situations of Markets.

4. Your perfect Get-away

Spirituality is my perfect getaway, a religious place in hills, like Mata Vaishno Devi, Badrinath, and Kedar Nath Yatra, etc., I like to spend most of the time with my family whenever possible.

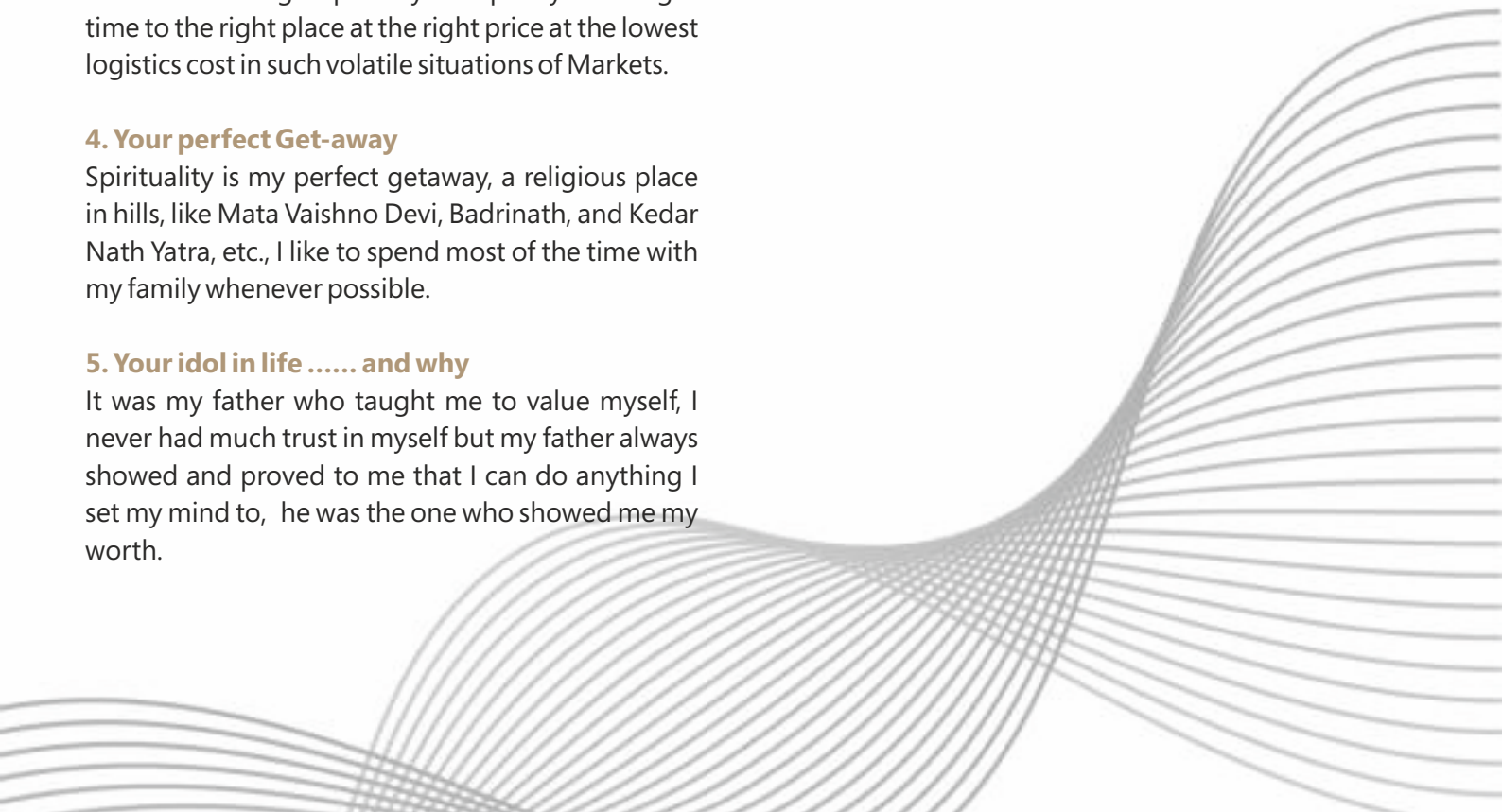
5. Your idol in life and why

It was my father who taught me to value myself, I never had much trust in myself but my father always showed and proved to me that I can do anything I set my mind to, he was the one who showed me my worth.



6. Your perspective of the most critical element for corporate success

A most critical element for corporate success is building a sincere, dedicated, and loyal team as it is the only key to the success of any organization.



New Joiners

Sara International Private Limited

Umesh Yadav..... Driver-Noida

Magnum Resources Private Limited

Mahadevappa Dulboji..... Assistant Manager- Technical Product- Bengaluru

Deepika Singh..... Executive Accounts - Noida

Jagdeep Singh Assistant Manager - Accounts & Admin- Ludhiana

Shek Parbesh Ali..... Senior Service Engineer- Kolkata

Virendra Singh Bisht..... Service Engineer- Ludhiana

Anupam Das Service Engineer- Kolkata

Sunder Singh..... Service Engineer- Noida

Priya Jain..... Assistant Company Secretary - Noida

Sara Textiles Limited

K.R. Venkatasalpathi DGM – Export- Noida

Aakash Saxena Assistant Accounts - Noida

Shakshi Garg Commercial Executive- Noida

Anshika Shukla Merchandiser- Noida

Abhishek Swarnkar TGT - Merchandiser - Noida

Manoj Kumar Additional Commercial Manager - Noida

Ankit Aggarwal Executive - Accounts - Noida

Pankaj Kumar Assistant Accounts- Noida

Rama Kant Dixit..... Yarn Dyeing - Shift Officer - Nalagarh

Harshit Kumar..... Quality Assurance - Quality Assistant - Nalagarh

Neeraj Singh Fabric Dyeing - Shift Officer - Nalagarh

Shubham Singh Godown – Supervisor - Nalagarh

Dikar Singh..... Quality Assurance - Officer-Sampling - Nalagarh

Anil Kumar Fabric Dyeing - Deputy Manager - Nalagarh

Rakesh Sobti Weaving Maintenance - Assistant Manager - Nalagarh

Gorakh Nath Maurya..... Quality Assurance - Deputy Manager- Nalagarh

Arun Kumar Engineering - Trainee Engineer- Nalagarh

Manish Kumar Ishwar Engineering - Trainee Engineer - Nalagarh

Ashish Quality Assurance - Officer QA - Nalagarh

Avtar Singh Bathrobe - Deputy Manager- Nalagarh

Ajit Kumar Preparatory - Shift Officer - Nalagarh

Balbir Chand Security – Supervisor- Nalagarh

Satinder Jit Designing - Shift In charge - Nalagarh





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