

STEEL ON STEROID

Dear Friends,

We have so far been hearing about the supply side – conjectures about how much steel India will produce in the years to come as she completes her journey to becoming the second largest producer in the world. The view from the demand side is equally exciting as an abysmally low per capita consumption of steel leaves a huge scope for improvement. Besides, consumption of steel in the rural segments of the country – still largely in the realm of educated guesstimates, is poised to grow by leaps and bounds. For, it is here will be unveiled the phenomenon of consumption creating supplies in its wake.

And in the very thick of things is an organization that is playing the pivotal role in increasing steel demand and consumption far, far away from the glare of the arch lights and media attention. Friends, we have chosen to focus on the Institute of Steel Development and Growth (INSDAG) and the man at its helm. Sushim Banerjee, who is now charting an ambitious path that will help India keep her tryst with destiny and build the sinews of steel that we all dream of.

We could not have had a more hardcore “Core Face” and here it is. The pleasure of having Sushim Banerjee as the Core Face is multiplied manifold by the fact that he has been a believer of the Core Sector Dream since our inception and has enriched our efforts with his columns, directions, suggestions and guidance since the days of our first faltering steps

For our second lead we will take you to Sri Lanka. Yes, Sri Lanka. For we believe it is the next emerging destination. And, the reasons for the same are not far to seek. As the gateway to the huge hinterland of India, it has the potential of emerging as the chosen port of call. With the menace of terrorism consigned to the pages of history books, the Sri Lankan economy, I believe, is poised to go through the roof. At enticingly attractive exchange rates and a proactive government in place, Sri Lanka seems to be as delectable an investment destination as a Muttiah Muralitharan scorcher.

My friend, a globe-trotting commodity player and an old Lanka hand (his experiences include being abducted by the you-know-whom in Trincomalee) is more forthcoming in his assessment – “till about two years back you would not find one non-Asian, leave alone an American or European in the hotel lobbies. Today the place is swarming with people from Europe and America – a sure sign of the hot money flowing in. With money flowing in and the infrastructure scenario improving, aided by lasting peace, the country is all set to not only make up for the lost time but be the next investment hotspot.”

We also have the other usual sections and hope that you will enjoy going through the issue as much as we did in putting it together.

Happy Reading

With Best Regards,
Suvabrata Ganguly