



**IPT**

MANUFACTURER SPEAKS

“Quality  
is our  
priority”

*Mr. Sabil Jindal, a Masters degree holder in Marketing and Business Development from the University of Greenwich, London (UK) is a Director of Jindal Pe-x Tubes Pvt Ltd & Jindal Composite Tubes Pvt Ltd that belongs to the D P Jindal Group. He has been looking after the operations and exports of Jindal Composite Tubes Pvt. Ltd since 2005. In 2006, he established a factory, Jindal Pe-x Tubes Pvt Ltd. Under his leadership, these companies have flourished in leaps and bounds. Mr Jindal has recently introduced new fittings, Compact Fitting (com-fit) that will not only replace brass fittings but will also provide value for money to end-users. Being an enlightened entrepreneur, Mr Jindal believes in healthy competition.*

*Mr. Kamal Khokhani, Publisher of IPT had an exclusive interaction with Mr. Sabil Jindal, Director, JINDAL PE-X TUBES PVT. LTD, Gurgaon. Here are the excerpts...*

**Post its inception in 1952, The D P Jindal Group has been one of the largest manufacturers of Seamless, ERW/HFIW Black 1/20/2010& Galvanized Steel Pipes & Tubes in India. Please brief us about the company's growth, including, especially, its significant milestones.**

The Jindal family embarked into business activity long back in 1952. The first venture of the Group, Jindal India Ltd., was set up in Howrah, for manufacture of Mild Steel, ERW and Black Galvanized Steel Pipes/Tubes. The Jindals are the first and foremost manufacturers of steel pipes and tubes in India. They are also the first to set up a fully indigenously designed pipe and tube plant in India. After establishing the lead and consolidating their position in steel pipes/tubes, they diversified into tea plantations in 1980, the manufacture of Partially Oriented Polyester Filament Yarn (PFY) in 1985, Casing Pipes in 1987, Photofilm in 1987, Off Shore Oil Drilling in 1989 and Seamless Pipes in 1992.

Today, there are three companies under the Jindal Group of Companies. The present turnover of the group companies is approximately Rs. 4000 crores. All the companies in the group have been awarded ISO 9002 certification by BVQI.

**What is the mission and vision of Jindal Composite Tubes Limited?**

The mission of Jindal Composite is to bring about a revolution in the plumbing industry, especially in the plastic pipe segment. These pipes are best in this segment according to cost, quality, transportation, strength etc. We have a vision that Jindal multilayer composite pipes would be used more widely in the coming years as the awareness of the product is increasing.

**Jindal's product portfolio includes pipes of all kinds - in nearly all sizes and performance classes. In which major countries of the world do you have your clientele?**

Our existing liberal economic policy helps the manufacturer to import raw material paying only nominal duties. As a result, the cost of finished products in-house has fallen and this helps the manufacturer to export the product to various countries at a very competitive

price. Our company's export markets are Egypt, Congo, Tanzania, Kenya, Sudan, Jamaica, Brazil, etc.

**How does the company manage its operational activities pertaining to the distribution of its products/services in India?**

We have a marketing team that deals with direct clients and Government projects. We also have several dealers & distributors in various states and are enrolling more dealers & distributors in places where we don't have a presence yet.

**What are your views on the use of steel pipes in plumbing? How far do you think they will help in energy conservation?**

Galvanized, copper and PVC pipes are generally used for the plumbing in housing sector. Carbon Steel Seamless Pipes are used for oil and gas projects. Although various alternative materials are being used by people in the plumbing sector in the recent past for cost reduction, durability etc., now-a-days use of composite pipes is gaining popularity because of its light weight, quality, durability, ease of handling, time saved in installation. These pipes are bendable; thereby reducing the use of elbows and facilitating better flow of water, hence, also making it a relatively leak-proof plumbing system.

**Are Jindal MLC Pipes costlier than conventional GI Pipes?**

The prices of Jindal PE-AL-PE Multilayer Composite Pipes (MLC) are less than GI pipes but with brass fittings the overall cost of the installation may be higher by about 10-15 percent. However, the life of the composite pipe systems is much more than that of GI pipe system.

**Do you have collaboration in the field of technology? If so how it is working?**

We have the latest German Technology machines at our state-of-the-art manufacturing unit in Dehradun, Uttarakhand. The machines are performing well.

**As a manufacturer, what do you expect the role of the plumbing professional to be in the development of infrastructure services? What are your suggestions to improve plumbing practices in India?**

As things stand, the plumbing sector is not very organized in terms of installation and execution. The education level lacks in the plumber category and as a result they don't want to adopt new systems of plumbing. I think more and more training institutes and workshops for plumbers should be set up.

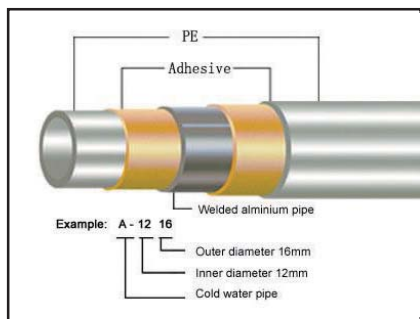
**What steps are taken by your company to ensure compliance with environment safety norms?**

Our plant is situated in a pollution-free zone and hence, our manufacturing unit emits no pollution, making it a healthy and pollution-free atmosphere.



**The Jindal brand and all associated product brands under the Jindal umbrella set the standard for technical performance and efficiency. Could you brief us about how it helps Jindal's strategies focusing on the global market?**

D. P. Jindal Group takes pride in being able to contribute to the nation's development and progress. We can clearly see the business challenges, which are on the horizon. The only answer to such challenges is tireless working, constant innovation both in terms of product range as well as marketing strategy, continuous measures for cost reduction, cost control and maintaining the overall position in the industry.



*Jindal Stall at 13th IPC, Hyderabad*

**What kind of quality control system has been adopted by Jindal? What process do you follow to ensure defect-free products keeping into consideration the cost factor?**

So far as JINDAL is concerned, quality is our priority, we are sourcing raw material from the best industries like Reliance & Hindalco. We have the latest technology Quality Control Lab installed at our manufacturing unit and the best industry experts to test and maintain the quality of pipes as per IS: 15450. Every lot is strictly inspected by industry experts.

**How are you planning to combat the situation where there are many manufacturers of similar products?**

Nice question, we think competition in composite pipes would be healthy competition as JINDAL is a well-known brand in the piping industry with its presence of more than 50 years now, and we have a very good reputation and trust in the market.

**According to you, to what extent has the Indian Plumbing Association (IPA) succeeded in enlightening the masses on need for proper plumbing & water efficiency?**

IPA plays an important role in the plumbing sector as it is making people from top-level officials to plumbers aware of the new technologies and systems in India.

**PlumbexIndia'10-a significant event for the plumbing industry, and you are one of the participants. What are your expectations from this Show?**

We have high expectations from this event, as this is the only event focused on plumbing in India. After its success in 2009, which we missed due to some reasons, we had thought we would surely take part and give our product a better stage to present.

**Finally, as one of the leading voices of the industry, what are your views about the Indian Plumbing Today (IPT) magazine?**

Well, this is the first magazine which has given the plumbing product manufacturers a better stage to create more awareness of their products, give people technical & product education, focused on plumbing. We have been a regular advertiser with IPT for a few years now and we have got good response from it also. I wish that IPT continues to perform like this and get us more publicity in coming years. [IPT](#)