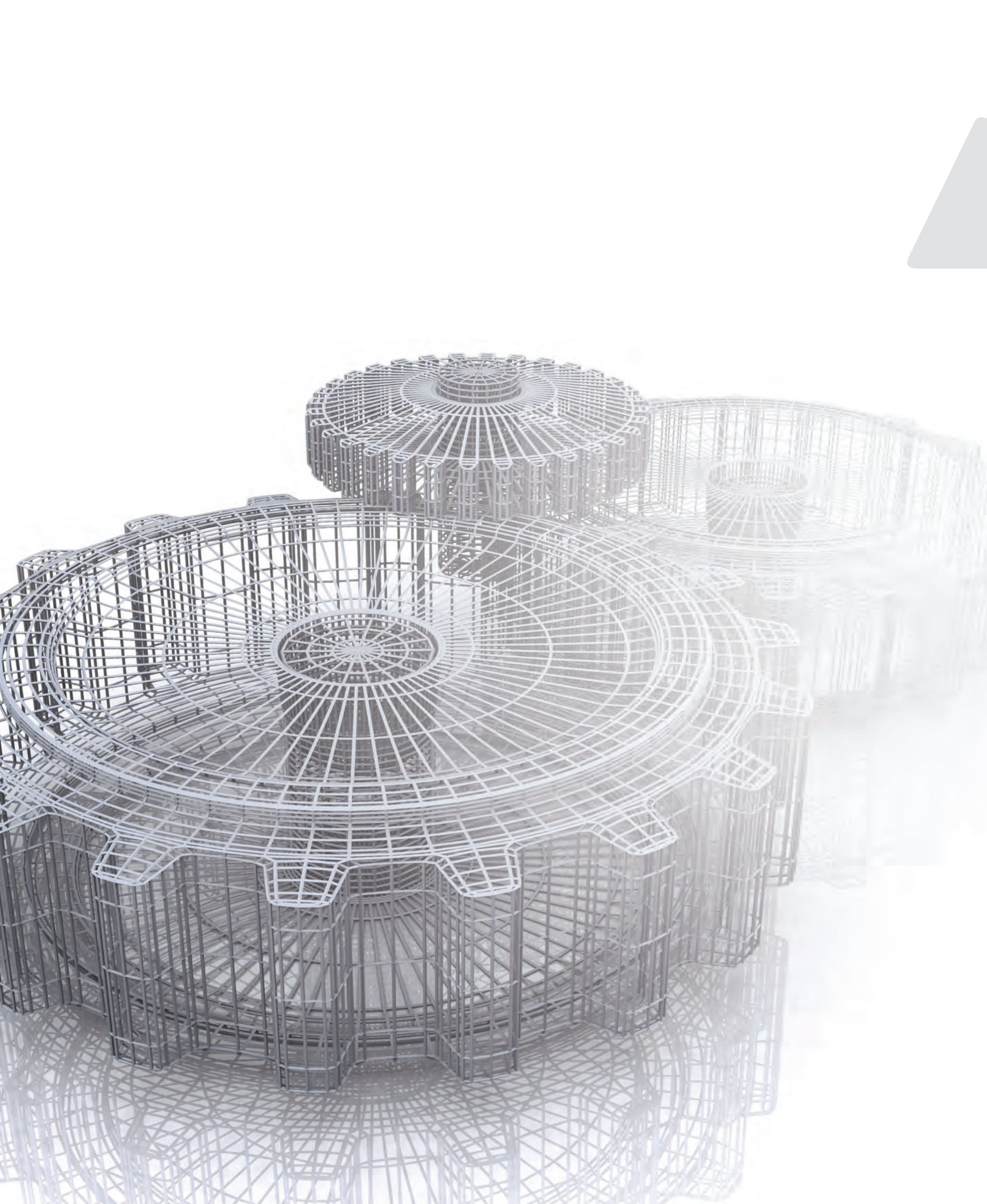




k&
KRITIKA

lived
differently



WINNERS DON'T DO DIFFERENT THINGS. WE DO THINGS DIFFERENTLY.

The level of an economy's prowess is judged by its power consumption, which, in today's world, is the very core of the developmental agenda. This makes Kritika "wired differently" to the Nation's progress. For, at the essence of power transmission and distribution is the wires that carry it – wires, whose very core is manufactured by Kritika.

We produce the galvanized core of the transmission lines that carry the power of progress, electricity that lights and runs the Nation.

Our industry segment is growing at a brisk rate and if one considers the woefully low per capita consumption electricity in India, the demand potential is enormous. With stated objectives of rural electrification and keeping in mind the new generation capacities that are being added, the upward potential of wires is expected to remain extremely robust in the short and the medium terms.

HISTORY IS WHO WE ARE AND HOW WE BECAME THE WAY WE ARE.

“Kritika Wires Pvt. Ltd.”, a professionally managed company of “Jai Hanuman Group” was incorporated in the year 2009. It is an ISO 9001:2008 organization and is engaged in manufacturing of all types of Steel Wire and Galvanized Wire that ultimately cater to the needs of the State Electricity Boards, Power Grid Corporation of India Ltd, etc. The company is run by a group of qualified and highly experienced professionals in the field of wire drawing and galvanizing. Kritika is equipped with most sophisticated, modern and highly productive machines backed by well-equipped, testing facilities.

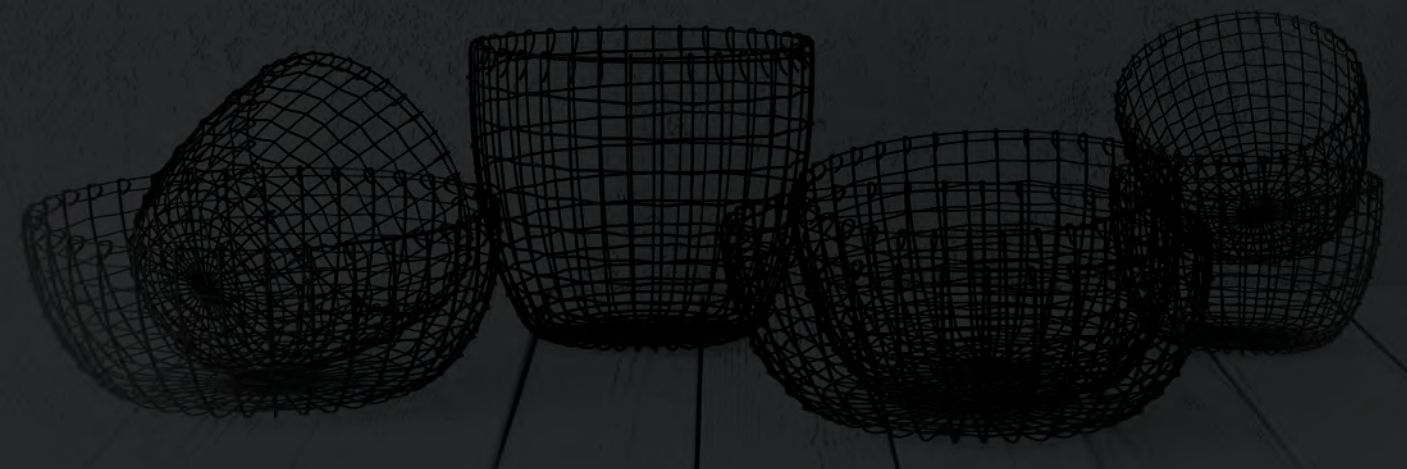
The company produces wires of high precision to the utmost satisfaction of its National and International customers. Kritika is one of the largest wire drawing and galvanizing units of its kind in India. The company's state-of-the-art factory is situated in Sankrail Industrial Park, Howrah, West Bengal and is well-connected logistically.

Kritika Wires had an humble beginning in 2010, when fired by the spirit of entrepreneurship, the dynamic duo Naresh Kr. Agarwal and Hanuman Prasad Agarwal set out to keep their tryst with destiny. From their moorings in the sponge iron industry, the step into wire manufacturing may have looked normal, but the initial trials and tribulations that the venture faced in its nascent stage were almost insurmountable and had called for the complete dedication of the dynamic promoters. Since then Kritika has grown into a manufacturing base of 5000 MTPA, ISO certified post-modern unit. Starting alone, today, the group that proudly carries the Agarwal name, employs upwards of 400 people directly and has interests in a variety of businesses that include among others electrodes and welding materials.

QUALITY IS AN INVESTMENT IN THE FUTURE. IT NEVER CEASES TO PAY.

Kritika Wires is committed to achieve a reputation of market leader for the manufacture and supply of galvanized and non-galvanized wires by introducing latest technologies, deploying trained personnel who are backed by adequate resources, striving for perfection in everything it does.

Kritika is also committed to fulfil the needs and expectations of the customers through active participation of all level of employees and fostering a spirit of pride amongst them.



**A SPIRIT WITH
VISION IS A
DREAM WITH A
MISSION
FIRED BY
PASSION.**

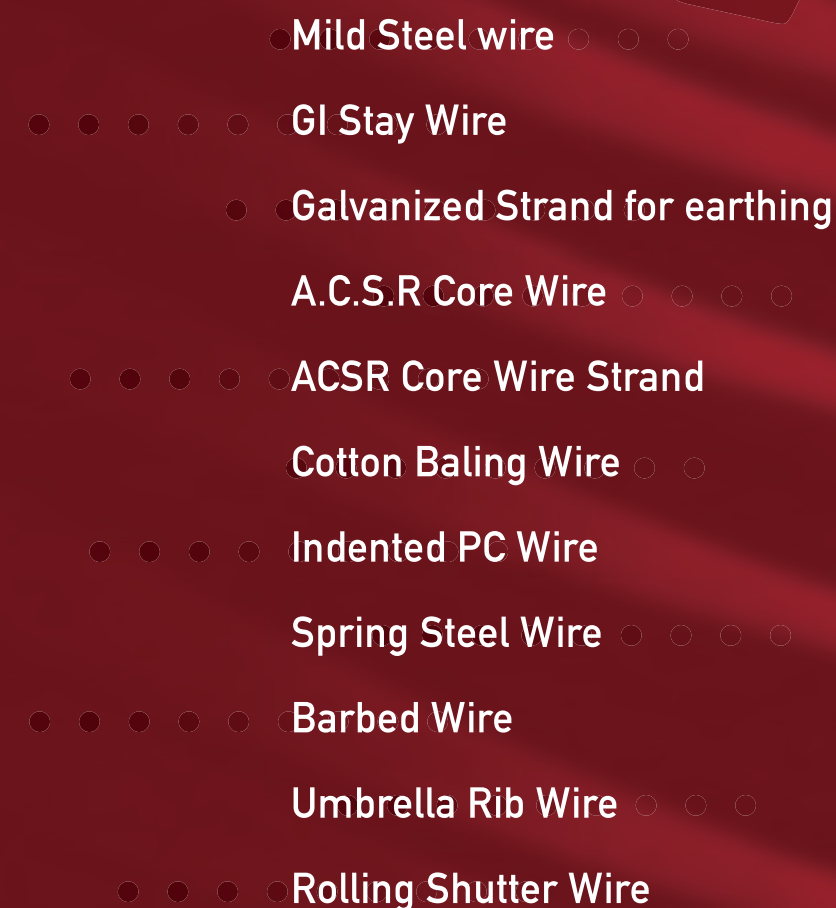
Kritika's mission is to be the best galvanised wire manufacturer in the country, proudly carrying the Made in India tag on all products



Kritika dreams of a resurgent India, where every home is illuminated, with the Kritika name shining bright, crisscrossing the country



PRODUCTS.

- 
- Mild Steel wire
- GI Stay Wire
- Galvanized Strand for earthing
- A.C.S.R Core Wire
- ACSR Core Wire Strand
- Cotton Baling Wire
- Indented PC Wire
- Spring Steel Wire
- Barbed Wire
- Umbrella Rib Wire
- Rolling Shutter Wire



MILD STEEL WIRE FOR GENERAL ENGINEERING PURPOSE

0.710mm to 5.00mm

Application: Electricity board
distribution and general engineering
purpose

Ref.Std. : IS 280 : 2006



GALVANIZED STRAND FOR EARTHING

7/3.15mm, 7/3.25mm, 7/3.66mm,
7/4.00mm, 7/4.50mm

Application: Electricity board for
transmission purpose

Ref.Std. : IS 12776 : 2002



G. I. STAY WIRE

7/1.60mm to 7/4.00mm

Application: Electricity board
distribution purpose

Ref.Std. : IS 2141 : 2000

GALVANIZED STEEL WIRE STRAND

7/3.15mm, 7/3.25mm, 7/3.65mm,
7/4.00mm & 4/4.00mm
(Grade 700-1150)

Application: Stay wire, earth wire

Ref.Std. : BS183 : 1972
: BS449 : 1969



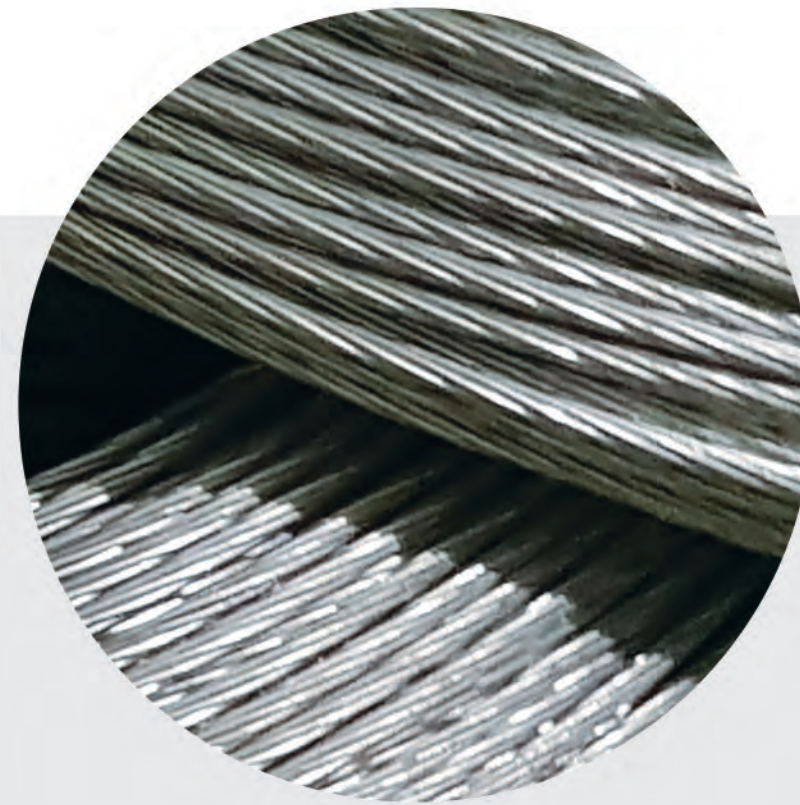


A.C.S.R. CORE WIRE

1.57mm, 2.11mm, 2.59mm, 3.00mm,
3.18mm, 3.35mm, 3.53mm, 4.09mm

Application: Core wire for aluminium
conductor

Ref.Std. : IS 398 (Part II) : 1996



A.C.S.R. CORE WIRE STRAND

7/1.57mm, 7/2.11mm, 7/3.0mm,
7/3.18mm, 7/3.35mm, 7/3.53mm

Application: Core wire for Aluminium
conductor

Ref.Std. : IS 398 (Part II) : 1996
IS 398 (Part V) : 1992



A.C.S.R. CORE WIRE

2.30mm, 2.54mm, 3.53mm

Application: Core wire for
aluminium conductor
(extra high voltage)

Ref.Std. : IS 398 (Part V) : 1992

A.C.S.R. CORE WIRE

1.68mm, 2.38mm, 2.68mm,
3.37mm, 3.47mm, 4.77mm

Application: Core wire for
aluminium conductor

Ref.Std. : ASTM B498
Class A coating





COTTON BALING WIRE

3.15mm to 3.66mm

Application: Cotton baling industry

Ref.Std. : As per customer specification



SPRING STEEL WIRE

2.00mm to 7.01mm

Application: Heavy duty springs and wire-netting

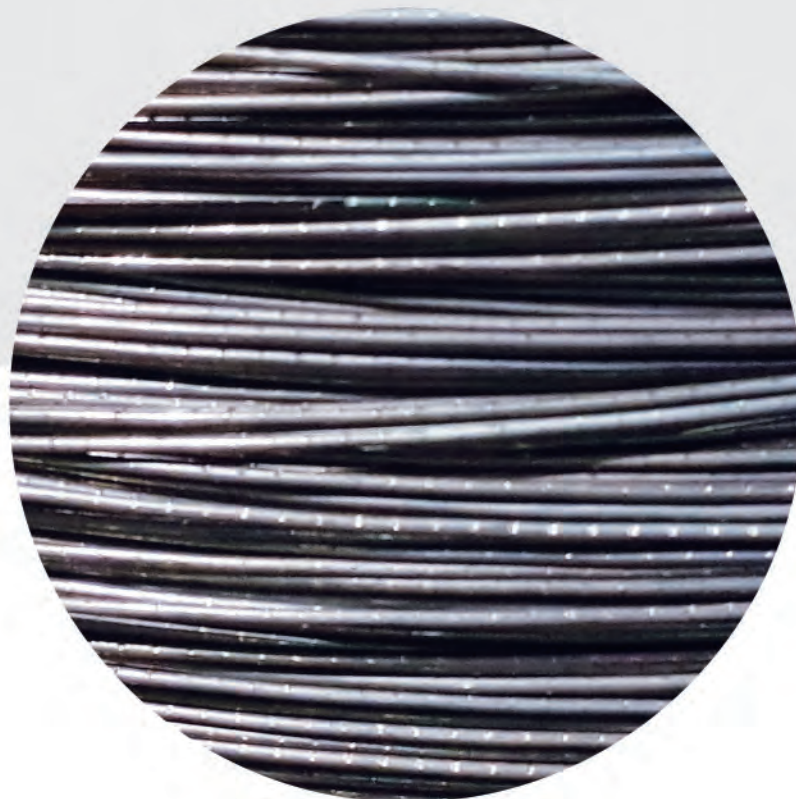
Ref.Std. : IS 4454 (Part I) : 2001

INDENTED P.C. WIRE

4.00mm

Application: Concrete pole for electricity distribution

Ref.Std. : IS 6003 : 2010



BARBED WIRE

2.00x2.00mm to 2.50x2.50mm
(Grade A1 to A6)

Application: Fencing and anti climbing device in electricity transmission tower

Ref.Std. : IS 278 : 2009





UMBRELLA RIB WIRE

1.70mm to 2.10mm

Application: Umbrella flat and round wire

Ref.Std. : As per customer specification



ROLLING SHUTTER WIRE

7 SWG (4.47mm) to 2 SWG (7.01mm)

Application: Rolling shutter spring

Ref.Std. : As per customer specification

ISO CERTIFICATION.



OUR BOARD.

Kritika is managed by a highly experienced Board of Directors who, among them, have a wealth of experience spread over different fields. The Board is assisted in its endeavours by a group of young go-getters representing the second generation and trusted professionals.

At Kritika, while advanced Kaizen is practised on the shop floors, the basic management technique continues to be overwhelmingly traditional, leading to an eclectic mix of the old with the new, which is one of the key factors behind its continued successes.

LIST OF APPROVALS.

- Power Grid Corporation of India Ltd. ● ● ● ● ● ● ● ● ● ●
- West Bengal State Electricity Distribution Company Ltd. ● ● ● ● ● ● ● ● ● ●
- West Bengal State Electricity Transmission Company Ltd. ● ● ● ● ● ● ● ● ● ●
- Kerala State Electricity Board ● ● ● ● ● ● ● ● ● ●
- Odisha Power Transmission Corporation Ltd. ● ● ● ● ● ● ● ● ● ●
- APTRANSCO ● ● ● ● ● ● ● ● ● ●
- Bihar State Power Transmission Company Ltd. ● ● ● ● ● ● ● ● ● ●
- UP Power Transmission Corporation Ltd. ● ● ● ● ● ● ● ● ● ●
- Punjab State Power Corporation Ltd. ● ● ● ● ● ● ● ● ● ●
- South Bihar Power Distribution Company Ltd. ● ● ● ● ● ● ● ● ● ●
- North Bihar Power Distribution Company Ltd. ● ● ● ● ● ● ● ● ● ●
- Purvanchal Vidyut Vitran Nigam Limited ● ● ● ● ● ● ● ● ● ●
- Paschimanchal Vidyut Vitran Nigam Limited ● ● ● ● ● ● ● ● ● ●
- Madhyanchal Vidyut Vitaran Nigam Limited ● ● ● ● ● ● ● ● ● ●
- Dhashinanchal Vidyut Vitaran Nigam Limited ● ● ● ● ● ● ● ● ● ●
- Madhya Pradesh Madhya Kshetra Vidyut Vitaran Company Ltd. ● ● ● ● ● ● ● ● ● ●
- Jodhpur Vidyut Vitran Nigam Limited ● ● ● ● ● ● ● ● ● ●
- Gujrat Energy Transmission Corporation ● ● ● ● ● ● ● ● ● ●
- Central Electricity Supply Utility ● ● ● ● ● ● ● ● ● ●
- Jharkhand Jrja Vikas Nigam Limited ● ● ● ● ● ● ● ● ● ●
- Jharkhand Bijli Vitran Nigam limited ● ● ● ● ● ● ● ● ● ●
- TANGEDCO ● ● ● ● ● ● ● ● ● ●
- TANTRANSCO ● ● ● ● ● ● ● ● ● ●
- Dhakshin Haryana Bijli Vitran Nigam ● ● ● ● ● ● ● ● ● ●
- Madhya Gujarat Vij Company Ltd. ● ● ● ● ● ● ● ● ● ●
- Uttar Gujarat Vij Company Ltd. ● ● ● ● ● ● ● ● ● ●
- Paschim Gujarat Vij Company Ltd. ● ● ● ● ● ● ● ● ● ●
- Dakshin Gujarat Vij Company Ltd. ● ● ● ● ● ● ● ● ● ●

OUR CLIENTS.

The company has in its roster a virtual who's who as clients that range from the electrical wire manufacturers to discerning private players in need of quality products at affordable prices.

- Power Grid Corporation of India Ltd.
- All State Electricity Boards in India
- APAR Industries Ltd.
- BRB Cable Industrial Ltd., Bangladesh
- B&T Cable Ltd., Bangladesh
- Associated Power Structures Pvt. Ltd.
- Bajaj Electricals Ltd.
- Cabcon India Pvt. Ltd.
- Godrej & Boyce Mifg Co. Ltd.
- Gupta Power Infrastructure Ltd.
- Hindusthan Urban Infrastructure Ltd.
- JSK Industries Pvt. Ltd.
- Kalpataru Power Transmission Ltd.
- KEC International Ltd.
- Larsen & Turbo Limited
- Lumino Industries Limited
- Laser Cables Pvt. Ltd.
- Sterlite Technologies Ltd.
- Tata Projects Ltd.
- Traco Cable Company Ltd.
- Voltas Ltd.

THE FUTURE BELONGS TO THOSE BELIEVE IN THE BEAUTY OF THEIR DREAMS AND REALISING THEM.

India proposes to spend upwards of INR 30,000 crores to upgrade her transmission (below 220kV voltage level) systems by the terminal year of the 13th Plan (2017-2022). Needless to say, this will translate to a demand that will be too colossal to be met by the existing manufacturing capacities.

As a matter of fact, the export market for wires too is extremely lucrative with markets in Africa as well as those in different parts of Asia opening up, which provides the company with a unique opportunity.

There are many small and some established units in the organised sector in Eastern India that are engaged in the manufacture of products similar to that of Kritika. Considering the existing and the emerging demand-supply imbalance, the company proposes to increase its manufacturing capacities manifold. Concrete plans are already in place and Kritika, with its proven technological edge, reputation as a quality player and well established sales & distribution network, is ready to scale up and replicate its success story on a much bigger canvas. As a matter of fact, a second production unit is already on the drawing boards, which is expected to be located in Odisha to address the demand-supply imbalance in the region.

Kritika Wires (P) Ltd

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Works: Vill. Bhagabatipur, P.O.: Chaturbhujkati, Sankrail, Howrah - 711 313

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