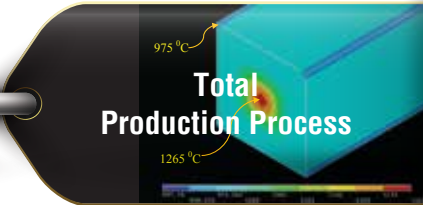


The Green Steel



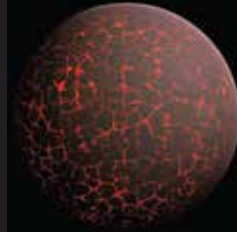
Content ▶

1-4	 Preface	Message from the Deputy Managing Director	14-15
6-9	 About RRM Group	Organization's Strategy	16-21
10-11	Message from the Chairman	 Bangladesh and Global Context	22-23
12-13	Message from the Managing Director	 Products	24-27

28-31	 Direct Hot Rolling	 Social Activities	60-62
32-43	 Total Production Process	Supply Chain	63
44-45	 Quality Assurance	 Customer Satisfaction	64-65
46-59	Article of TMT Expertise	 CSR Activities	66

Preface

History of the Steel Age



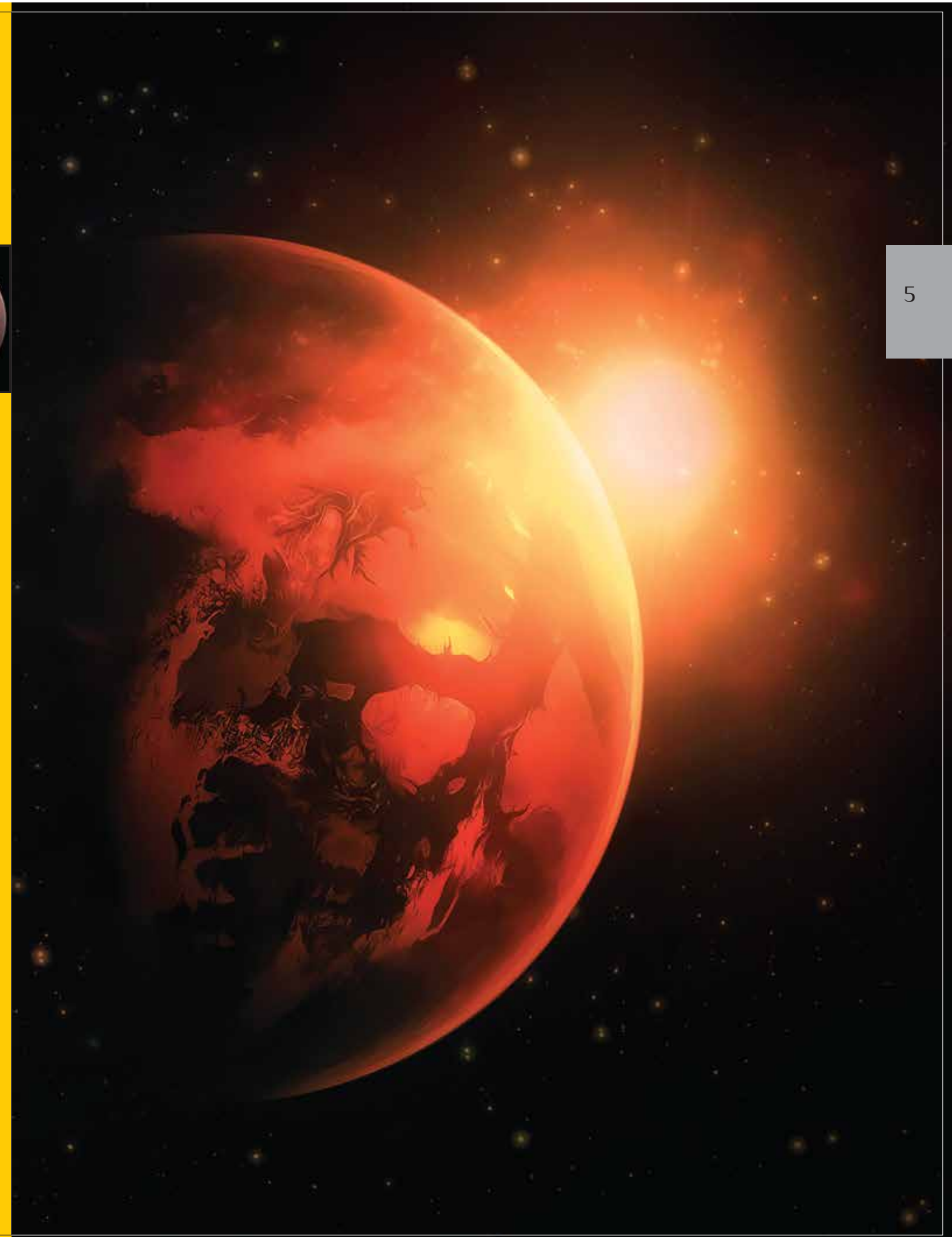
BIGBANG statement record history of formation of EARTH about billions of year ago is known to all of us. The extreme explosion resulting volcanism and accretion form of lava-like solar nebula is the content of our Planet. Over time, the planet has cooled down to a solid crust creating an atmosphere surrounded by water to exist on its surface. Due to existence of Air, Water and a range of temperature cycle creation by ALMIGHTY given birth to living beings and HUMAN were the last creation liberties the leading command of Earth with periodic grown up senses.

History of the world is the study of archaeological records measured by the tool-using ability, divided into three ages: the Stone Age, the Bronze Age and the Iron Age.

In the mid-15th century, Johannes Gutenberg's invention of modern printing has helped ending the Middle Ages and ushering in the Scientific Revolution. By the 18th century, especially Europe has reached a critical mass that has brought about the Industrial Revolution.

In this modern period, a very significant new age has arrived – we call 'The Age of Steel' in 1883 with the introduction of **Brooklyn Bridge**, the National Historic Landmark to connect Manhattan and Brooklyn by spanning the East river, and then Eiffel Tower in 1889 has marked a milestone of this Steel Age.

In this vast world... in the Age of Steel... we, "The Rani Re-Rolling Mills Ltd. (RRM)" also wants to give our people's life a paradigm gift. Goodwill is our power, Transparency is our strength.





About RRM Group

RRM Corporate Profile

The Rani Re-Rolling Mills Ltd. (RRM) is imbued with a forward looking vision to acquire a global perspective and become a first rate business conglomerate.

RRM has a track record in manufacturing of mild steel structural Re-bars and Wire products in Bangladesh since decades.

With 18 years of experience in the steel manufacturing industry, RRM has a strong reputation history in adding value to its customer and dealer relationships maintaining standard quality product with exact section weight, accurate shape and timely delivery.

Our core philosophy is to produce safe, environment friendly and sustainable steel to our loyal customers and safety is the top priority in our works. Additionally, the pursuit of business excellence is our standard norms and significant focus on innovations, continuous research & development is our standard practice on national interest.

For the development of any modern economy, steel is vital and is considered to be the backbone of human civilization. The Steel industry is an established and growing industry in Bangladesh.

RRM has been endowed to expand the unparalleled faith of people. 'Strength & Safety' is the ultimate motto of the company. Our products are being used at Govt. sector, real estate, and concrete roads, fly over & bridge etc. Nationwide.

RRM is manufacturing High Quality international Standard TMT bar in brand name of 'RANI TMT 500W-550W GOLD'. We want to achieve our long term goal rather than short term goal by implementing new technologies, developing new products and attributes.

About RRM Group

8

RRM Group Background and Milestones

With strong mission and vision leadership of Mr. Sumon Chowdhury-the Chairman of **RRM Group** is on the thruway of expansion and growth undertaking extensive Research & Development segment to understand the measures of the current market, entered into the fully automatic steel industry with clear objectives and a significant business plan.

In 1997 the founder of The Rani Re-Rolling Mills “RRM” Mr. Al Hajj Abul Bashar started his first integrated re-rolling plant in Shyampur Kadamtali, Industrial Area, Dhaka, Bangladesh to manufacture structural section Angles, Z-bars. And gradually it has achieved customer satisfaction in Bangladesh steel market.

In the year of 2003 Al hajj Abul Bashar, Founder of The Rani Re Rolling Mills“RRM” suddenly became ill. During that time he became unable to perform for all company affairs. In that situation, his elder son Mr. Sumon Chowdhury took over the overall responsibility and expanded the business with corporate formation and added two more business wings. The Rani Concast Steel Mills Ltd in the year 2005 and Wafeeqa Real Estate Limited in the year of 2011.

With timely growth He experienced the present market, analyzed the future business prospect and implement the latest upgraded technology in steel manufacturing sector for the first time in Bangladesh and established a new modern steel plant, which is more productive, produces accurate sized and weighted products (a very crucial feature for steel products) and environment friendly.

Continuing further expansion with necessary research and development, the Group expanded various business wings in different sectors viz;

1. RRM Electronics World Limited
2. RRM Mega Constructions Limited
3. RRM Construction Aid Limited
4. RRM Alloy Steel Industries Limited
5. RRM Automobiles Limited
6. RRM Hospital Limited
7. RRMSense Global Systech Limited
8. RRM Food & Beverage Products Limited
9. ABM World Trade International Pte Limited
10. RRM Foundation
11. RRM Trade International Limited
12. RRM Media & Communications Limited
13. RRM Islamic Radio
14. RRM 360 News

9

RRM has embarked upon a series of initiatives aimed at increasing its production capacity, the ongoing modernization and technically advanced expansion projects are designed like international steel organization. More than 600 employees are working together to take our organization in the peak of success.

Riding on the growth landscape, RRM has visualized a multi business strategy for a successful entry into the different sector of steel industry and achieving phenomenal growth in every year.

The Company is also prepared to leverage International network resources and committed to achieve a renowned position in the steel industry as well as International markets. RRM is enriched with qualified and experienced business executives, foreign skilled engineer and technical hands, to meet the expectation of our stakeholders across the Country.

RRM firmly believes in growing and achieving new height of success. We are the proud manufacturer of best quality steel in the nation and wish to establish our milestone in the infrastructural map of Bangladesh. Our strong determinations to grow and maintain high quality standard steel product has won many accolades. RRM strives to maintain a respectable position in the steel industry of Bangladesh.





Al Hajj Abul Bashar
 Founder - RRM
 Chairman - The Rani Re-Rolling Mills Ltd

Message from Founder of RRM

As a development-driven company, “**The Rani Re-Rolling Mills Ltd.**”, the steel manufacturing wing of RRM GROUP is characterized by its ability to create and develop steel industry opportunities. From the establishment period since last 18 years, RRM is optimizing its operations through quality based management and implementing new technologies. Further, to our successful historical milestones, starting from the promotion of an extensive supply platform for steel products, to the acquisition and then the expansion of Bangladeshi domestic market. RRM has been committed to deliver steel solutions characterized by our corporate heritage: outstanding professional expertise and absolute transparency.

Furthermore, sustainable economic growth is taking place in our country. So, it is expected that a booming construction period will be experienced in steel market during the next few years. We took a challenging and strategic decision to develop our corporate identity by entering directly into the steel industry. Our aim is to install high quality standard machines which will reduce the energy cost and environment friendly. Finally, our factory seeks to provide the best quality TMT bars to meet all the needs of the clients. RRM asserts our exclusive product ‘**RANI TMT 500W-550W GOLD**’ is the best ever steel in Bangladesh. Though RRM is facing high competitions and challenges in the domestic market, we are determined to establish RRM as a market leader in the steel industry in Bangladesh.

Message from Chairman of RRM Group

Over the years, “**The Rani Re-Rolling Mills Ltd.**”, the steel manufacturing wing of RRM GROUP has successfully devised a remarkable reputation through establishing an unrivalled quality, flexibility and reliability for the customers. Our business has flourished enough to create new horizons for both our own staffs and the communities. RRM GROUP is committed to improve the efficiencies of the operations sector and differentiate itself in the market-place through customer focused innovation in product and services, in order to build a stronger and sustainable future for our Company.

Moreover, as one of the premier player in Bangladesh steel industry with ambitious growth plan in a competitive market environment, we always cautious on the brand image and implementing new technologies and expertise of our company.

RRM will continue the journey for not only to maintain but also to enhance its reputation by the process of continuous improvement in every area of its operations.

Furthermore, I would like to place on record my appreciation to all RRM Group Family, for their dedication and excellent support. I would like to thank my father Md. Al-hajj Abul Bashar (Current Chairman of The Rani Re Rolling Mills Ltd & Founder of RRM) for his enormous contributions for The Rani Re-Rolling Mills Ltd. Last but not the least, as an existing or potential customer, your unstinted support is highly valued as we continue to grow and participate in the development of the steel industry in Bangladesh.



Sumon Chowdhury
Chairman - RRM Group
Managing Director - The Rani Re-Rolling Mills Ltd.



Shuvo Chowdhury

Managing Director - RRM Group

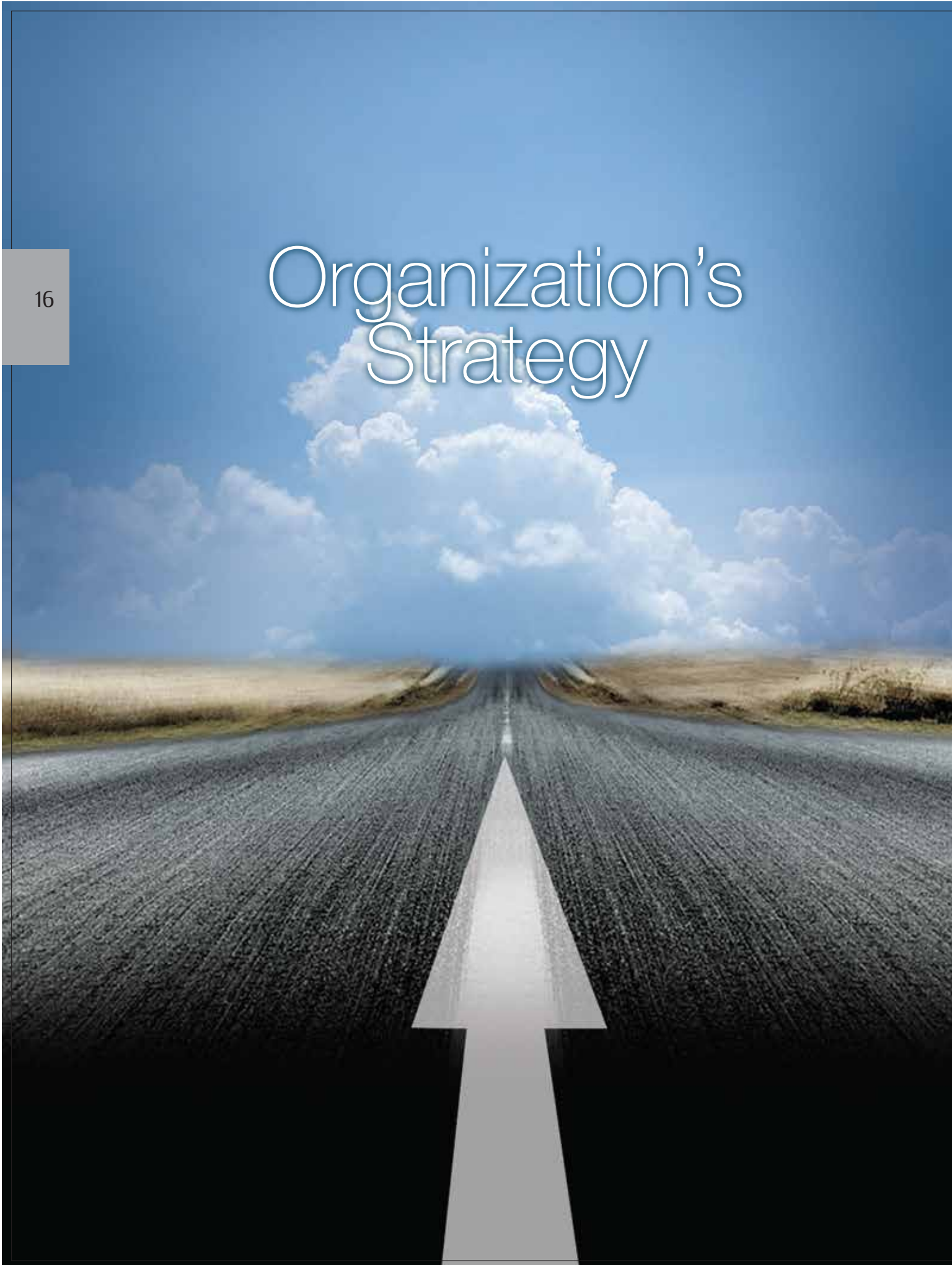
Deputy Managing Director - The Rani Re-Rolling Mills Ltd.

Message from Managing Director of RRM Group

“In the 21st century Bangladesh and its’ economy is mounting with a double speed than before. Business sectors of the country are contributing a vital role for the betterment of our economy. With the flow of this growth RRM Group also commits to expand. Today RRM Group has stepped in to the new millennium. I note with great pride and pleasure and also give thanks to the Almighty that it has attained imposing and sustained growth over the past decade.

We believe that, the new ideas and innovations along with advanced technology, will lead us to a bright future. We shall travel the road leading to future of immense opportunities hand in hand with our customers and our employees to seek and find prosperity for the Group and the country. As new developments are taking place as a result of technological advancement, this venue can be very valuable and beneficial to all of us to provide goods and services through expertise and resources.”

Organization's Strategy



Mission

RRM believes to be a World-class steel manufacturer and service provider in Bangladesh steel industry and we do our level best to provide outstanding services to our customers. We continuously add value in our products based on the user feedbacks to improve stability and reliability of our end product.

Our missions are –

- To maintain the ethical standard and create optimum value to clients.
- To deliver the international standard steel products in Bangladesh market.
- To enter the market with strong brand value and production capacity
- To bring the new concept into the customer's mind regarding marketing policy, branding & sales promotion and excellent customer service.
- To maximize not only the sales volume or net profit but also to supply excellent value of products
- To contribute to the society for long run through the involvement in corporate social responsibilities
- To maintain our position as an employer of choice for the best talent by providing Professional growth opportunities and competitive rewards, thereby reflecting the value in local as well as the international job market.

Organization's Strategy

Vision

We endeavor to be universally recognized as a leading and constantly growing force in the steel industry to the region by admiring our business culture, building value for customers and bringing inspiration to our people.



Values

RRM lives and work by pursuing some core values which makes this company as a family. Each of the employees is a family member of the organization. Our attention where employees are our power, customers are our brand representative, and suppliers are our value chain. We believe in RRM GROUP core values as under...

- **Integrity** – In order to be successful we believe in integrity, and it is based on our ability to communicate honestly and consistently.
- **Teamwork** – Each of our staffs are determined to achieve the individual mission and vision of the team. In order to achieve this goal we realize that we can only succeed by supporting each other in a respectful and mutually supportive manner.
- **Pride** – Each of us perform our work in a manner in which we are proud of what we do individually as well as collectively as a company. We take accountability and ownership for our individual work and therefore take pride in the work we produce as a company.
- **Facts** – We apply logic and knowledge in the decision making process. We communicate the facts to employees, our customers and ourselves.
- **Transparent** – We like to be transparent in the environment of steel business and also expect a positive response, brand loyalty & best services for our loyal clients.

Organization's Strategy



Management Principles

Each individual at RRM performs their best when they take responsibility for their functional areas. Taking ownership, delegating the tasks effectively for team members, is regular practice in the company. Managers are responsible for building the with build up the skills and development of their team. Our managers from different department give attention on some core management principals.

- Having a significant vision and a clear roadmap as how we achieve company objectives. Our company encourages innovation, continuous improvement and continuous learning.
- We continue to emphasize the importance of integrity and reliability in our actions.
- We provide products and services that benefit society, and grow in partnership with our customers.
- We pursue world-leading technologies and manufacturing capabilities.
- We develop and bring out the best in our people to make RRM GROUP rich with energy and enthusiasm.
- At each level our management is responsible and answerable for executing their functions and responsibility.
- Open communications throughout the organization enables all staffs to receive feedback on their performance.