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# Honour code drives success at Hilton Metal Forging Ltd.

**Hilton Metal Forging is a house of forgings which manufactures stainless steel flanges, stub-ends, high-pressure valve bodies, bonnet forgings, and a multitude of specialized forging at its plant near Mumbai. Founded by a first generation entrepreneur, Mr. Yuvraj Malhotra, the company has run according to his personal philosophy of "dare to dream and learn to excel". In a competitive based global market, Mr. Malhotra believes that HMFL must have bigger dreams, higher ambitions, deeper commitments and put in greater efforts than other competitors to rise to the top. Based on the company's phenomenal success so far, it's clear this is a winning formula. Following his graduation as an engineer, Mr. Yuvraj Malhotra spent time gaining experience with several companies before deciding to set up his own business in 1997. Today the company has created a niche in the international market and is also listed on the Indian stock exchange. Now, the company focuses to meet the demanding requirements of prestigious clientele in the oil and gas sectors, chemical, marine, ship building, refineries, paper and pulp and agricultural sectors according to ASTM, ANSI, DIN, EN, BS, and JIS standards.**

By

"Our growth has been rapid," says Mr. Malhotra who is the CMD of Hilton Metal Forging Ltd. "In our first year, sales were around USD 500,000 and last year, sales were close to USD 14 million. Within two years, I decided that the path to future growth was to manufacture our own products. There is a huge demand for flanges from India due to their competitive costing and high quality. Our first hammer was installed in 2000 and we immediately set about obtaining all the major international quality approvals like ISO 9001:2000,

TUV, PDO from Oman, IBR approval for all kinds of forgings, CRN for all provinces in Canada, defence approval, and API-6a approval. In addition to the approvals, we have also received highest export performance awards from EEPC for the past two years for the export of flanges and fittings. Further, we also attract an antidumping duty of 0.89% against a duty of 160% on exports of flanges to USA."

### IN-HOUSE EXPERTISE

"By 2002, we were the first company to make flanges on CNC

machines in India and in 2004 we put up a 16tns Russian hammer. This is the largest capacity hammer available and can produce any forged item up to 750 kg per piece in closed die forging. The company today boasts ultramodern facilities which include numerous CNC's, bimetallic bandsaws, a heat-treatment plant, an in-house laboratory, as well as VMC's and HMC's etc." Mr. Malhotra also highlights the importance of his loyal and skilled 300-employee workforce which is a real asset to his company. He further goes on to emphasize that HMFL's strength has always been a core base of highly qualified

employees. Together they represent the knowledge and expertise of many specialists. At the same time he extends his thanks to his customers, financiers, and bankers for their

continuing support. He does not hesitate to remind us that HMFL would not have achieved the honourable name it has today without their belief in his capabilities. "The final part of the equation," adds Mr. Malhotra "is how we take care of our suppliers, because we always pay them on time. For this they always render us their full support. To keep your suppliers happy, we must take care of your supplies. HMFL has always procured material from reputed steel mills that have quality approvals and the entire procedure has been subjected to stringent quality tests in order to ensure that nothing but the best goes to our customers.

He considers that honouring words is even more important than gaining approvals. Mr. Malhotra "excellence is an outcome of good intentions but the most important formula of success is to perform consistently." Making deadlines is not good enough but beating those deadlines have been his goal. "It's vital to remember that ideas are not one's monopoly and





# In the Spotlight

believing in yourself and striving hard is the key to making it to the big-time and remaining there.

## CUSTOMERS' COMMENTS

Companies like the Norca Corporation (USA) and Evenort (UK) have supported them from their earliest days and have helped them to carve out their niche market. Mr. Malhotra adds: "I've know the Norca Corporation for the last 20 years and not a single day has passed without us receiving an order from them. He continues by saying: "another company, Evenort, is a well-known supplier of stainless steel forged flanges in the UK, and today, HMFL supplies a major portion of the flanges it sells. Owners Mr. Joe McKay and Craig McKay were keen to talk about the faith they have vested in HMFL and were very satisfied with the company's products and service and the way in which they meet targeted delivery deadlines without compromising on the unmatched quality. Mr. Joe McKay

adds: "HMFL's flanges are well in advance of the quality that you would normally expect to come out of India. Twelve years ago they started producing their own flanges but today HMFL is providing flanges which are as good as any flanges Evenort produces. Craig McKay adds that Evenort have sold high-quality flanges for almost twenty-five years and they transfer this brand name to any product they sell so it is extremely important that their partners are able to keep up their tradition of high-quality standards. He is therefore proud to consider HMFL as a dependable partner and to continue along the lines of this legacy.

## ONE STOP SHOP

With only 3% of its products sold in the local market, HMFL is very much export focused. The US is the largest export market followed by Canada, UK, Israel and then a variety of other countries. Mr. Malhotra has a

clear vision for the future. He wants his company to be a one-stop shop for stainless steel forged fittings, stub-ends and flanges. There are only a few companies in the world who can supply all of these products. Mr. Malhotra continues: "the company's listing on the stock exchange generated about USD 10 million which will be spent on expansion and the latest versions of forging presses. Further, state-of-the-art equipment will be installed to expand their product range to include tees, elbows and other forged fittings." This will enhance the company's annual turnover to more than USD 70 million. These investments will ensure that soon HMFL would be offering customers a fully finished product made to their specifications. "We are constantly updating our standards, our manuals and our on-line customer support. At HMFL our motto is to think big, think fast and think ahead," Mr. Malhotra concludes.



## Facts & Figures

<b>Name:</b>	Hilton Metal Forging Ltd.
<b>Headquarters:</b>	(Mumbai) India
<b>Products:</b>	Flanges, forged fittings, stubends, high pressure valve bodies in SS, alloy and CS ranging from 0.5kg to 750 kg per piece in closed die forging.
<b>Key Markets:</b>	Oil and gas, chemical, marine & ship building, refineries, agriculture, paper & pulp, etc
<b>No. of employees:</b>	300
<b>Turnover:</b>	USD 14 million
<b>Website:</b>	www.hmfl.co.in



## Products

### Stainless Steel Forged Flanges as per ASTM A182 B 16.5

As per ANSI, DIN, BS & JIS

?-24 inch 150-300 lbs

?-12 inch 600-900 lbs

?-8 inch 1500-2500 lbs

304/L, 316L, 321, 316Ti, 309, 317L 904, F51, 1.4307, 1.4541, 1.4404, 1.4571, Inconel, Monel, etc.

### Stainless Steel Stub-ends

As per ANSI B16.9/MSS-43

?-24 inch in type A, B, and C seamless through forging process

304/L, 316L, 321, 316Ti, 309, 317L 904, F51, 1.4307, 1.4541, 1.4404, 1.4571, Inconel, Monel, etc.

### Forged Fittings as per ANSI B16.11

Size: 1/2-4 inch

Pressure rating: 3000#, 6000#, 9000#

Type: socket weld & threaded

304/L, 316L, 321, 1.4307, 1.4541, 1.4571,

### High Pressure Valve Body & Bonnets

Size 1 13/16 inch to 7 1/16 inch

Pressure rating: 3000PSI, 5000PSI, 10000PSI

Material specification: AISI 4130/AISI 410

### All kinds of forged products in size ranges from 0.50-750 KG

For agricultural, transmission lines, automobile industries, pulp & paper, chemicals & refinery industries

# Bulletins

## CR stainless mill

Taiwanese Yieh United Steel Corp.'s subsidiary Guangzhou Lianzhong Stainless Steel Co. Ltd plans to construct a 300,000tns CR stainless mill in the city of Anshan in the NE Chinese province of Liaoning.

## Hongcheng invests in South Korea

Hongcheng Stainless Steel has invested in a branch in South Korea, the first stage of the project would process 10,000tpy stainless steel and Hongcheng plans to put into production by the end of 2008.

## New PAC office in the USA

PAC Stainless Ltd, a supplier company for stainless steel tubular products in North America, has announced the planned opening of a new service center and sales office in the Atlanta area to serve its customers in the SE region of the USA. The new 19,000sq/ft facility will be located in Braselton, Georgia and is scheduled to begin commercial operations in November.

## New employee deal at Universal Stainless

Universal Stainless & Alloy Products Inc.'s Dunkirk Specialty Steel subsidiary has reached a five-year collective bargaining agreement with about 140 Dunkirk employees represented by Local 2693 of the United Steelworkers union. The new contract will maintain the flexible work rule terms and profit sharing incentives contained in the prior agreement. Dunkirk Specialty Steel is based at Dunkirk in New York, USA.

## Stainless steel plant

Ferro Alloys Corp. plans to invest Rs 2500 crore for setting up 500,000mt/y stainless steel plant and a captive power unit in Orissa.