

# ROBUST STEEL STEALING THE SHOW

Unique portfolio allows new player to make an impact on local markets

Initial hurdles are always a worry for new businesses planning to set up shop. However, the story of the founding of Robust Steel in Kizad has a much more positive ring to it. And Chinmay Oza, CEO of the brand has the management at Kizad to thank.

“We set up base in Kizad in 2018 and though new entities do face obstacles, Kizad’s impressive headquarters is a one-stop set-up service facility,” says Oza. “The presence of many related government agencies at Kizad also saves loads of time and energy while setting up business, especially for SMEs.” The responsive, supportive and cooperative management at Kizad impressed Oza, who feels the handling of queries and procedures are systematic and world-class.

Kizad also offers a productive online portal that aided Oza and his team in saving time while setting up shop. “We are just over a year old but today we are fully operational and active, in fact we just took about four months for the whole set up,” says Oza. Its geographical location, the proximity to sea port access for both local and global sales, as well as the well-planned infrastructure and availability of electricity were also drivers for Oza to consider setting up base in Kizad.



**CHINMAY OZA**  
Owner and CEO, Robust Steel

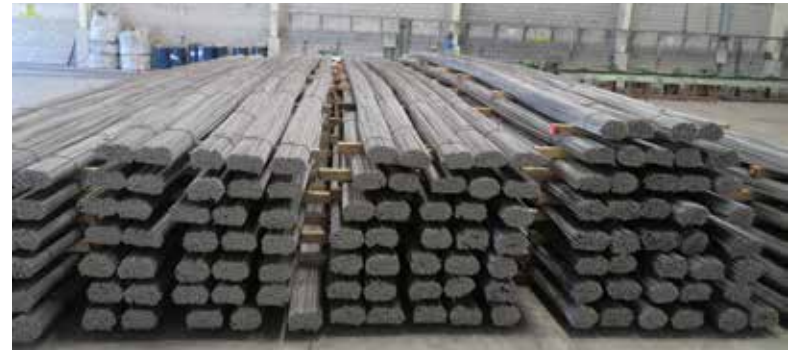
## UNIQUE REGIONAL PORTFOLIO

Through the process of cold rolling, Robust Steel produces ribbed bars to BS 4482: Grade 500, almost similar in strength to hot rolled BS4999: 500B. “By cold rolling we offer a better finish to our products than that offered through the process of hot rolling,” says Oza. “Robust Steel offers the same rib forming pattern as hot rolled versions, a factor unique to the UAE and this region. It not only gives a pleasing look to the product but also helps in its usage by different construction end users.”

Its unique product portfolio is also allowing Robust Steel to consider expanding its capacity.

## COMMITTED TIMELY DELIVERY

Robust Steel currently serves the needs of its valued local clients, howev-



er there are plans to expand activities into the GCC in the short term. “Committed timely delivery is key to success for any business, and is also among the main objectives for Robust Steel,” says Oza. “Thanks to proper infrastructure and roads, we are able to connect in a timely fashion with our customers. Besides, we also do not have road restrictions or tolls like in the other emirates, which gives us the edge.”

“We also do have plans to export to GCC countries in the near future and are sure that this geographical position will be advantageous by both road and sea.”

Plans are also in motion to add one more line, alongwith improved facilities to impart better tensile and ductile qualities to the steel. “This product is more stronger and can

save up to 20 per cent usage of steel without compromising the quality,” says Oza. Robust Steel currently produces around 1,500 metric tonnes of steel per month at its facility in Kizad, which is likely to be doubled to 3,000 metric tonnes a month by an additional shift in 2020.

Oza feels the value adds that Kizad offers its partners to service their clients is pretty niche. However, he has a few suggestions. “While the basic infrastructure is already fabulous, there is the need for more basic business and industrial amenities such as labour accommodation, local transportation, banks, groceries and restaurants,” he says. “This can induce more business heads to start up in Kizad.” ■