



BIS certified Docol® steel opens the door to safer cars in India

SSAB's entire hot and cold rolled range of Docol® automotive steel has been approved by the Bureau of Indian Standards (BIS). For Indian OEMs and Tier 1 suppliers, this means an easy access to important steel grades that are needed for creating lighter and safer cars. For SSAB, the result is an even stronger position in a booming market.

BIS in short

To support local industries in a fast-growing Indian economy, the National Standard Body of India created the BIS certification in 2016. The move is expected to foster standardization for all steel grades in the country, leading to better quality of products. The legislation had a large impact on steel imports for automotive manufacturing. Many advanced high strength steel grades, including Docol® steel products, were subjected to the new regulations.

With the new BNVSAP vehicle safety standards in India coming in, there was an ever-growing demand for Docol® automotive steel. Therefore, SSAB immediately applied for the BIS certification to ensure business continuity.

Fully approved

The SSAB manufacturing facilities in Borlänge underwent an extensive audit by BIS inspectors and a number of tests were conducted to verify the composition, quality and consistency of both hot and cold rolled grades of Docol® steel. Upon completion, SSAB was awarded with a BIS certification for the entire Docol® steel product portfolio for the Borlänge production facility.

Subhabrata Mukherjee, Sales Manager at SSAB India, explains how BIS certification gives SSAB a distinct advantage.

"Docol® is one of the very few advanced high strength steel grades that were awarded the BIS certification in the country. This was critical because it lets our customers know that we are here for the long run. When it comes to business, if a company does not have the BIS license, the material will not be cleared by the customs at India port. With non-approved material, import duties are also at risk of being raised to higher percentage."

A fast-moving industry

An increasing number of vehicles are being manufactured in India for Indian consumers – who rank safety as one of the most important factors when purchasing a new car. Therefore, the use of Docol® steel is on the rise as OEMs aim to meet this demand.

"Currently, SSAB is ahead of our competitors in India, in terms of our advanced high strength steel offering," says Mukherjee. "The BIS certification allows us to provide an added benefit to customers here in India, so that OEMs can be confident that there are no last-minute surprises when deciding to use Docol® steel," he adds.

Steady growth

SSAB has been present in India since 2010 and is involved in many projects working together with both Indian and global OEMs inside the country. Sales have continually increased year to year and there is a very strong growth plan in place for the future.

"Currently, we are recruiting people, investing in resources and strengthening the supply chain in India," says Mukherjee. Many new vehicle platforms are being made here and we are working closely with OEMs as well as our partner steel service centers in order to create the safest vehicles possible," he explains.

The BIS certification on Docol® steel grades ensure that SSAB in India will be poised for even greater success as the Indian Automotive industry ramps up further, while facing even tougher standards and consumer demands in the future.

Read more: www.bis.gov.in and www.docol.com

For further information, please contact:

Marita Hane

Corporate Marketing, Product Brand Management, SSAB

Tel.: +46 243 722 43

Email: marita.hane@ssab.com

SSAB is a Nordic and US-based steel company. SSAB offers value added products and services developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has employees in more than 50 countries. SSAB has production facilities in Sweden, Finland and the US. SSAB is listed on the Nasdaq OMX Nordic Exchange in Stockholm and has a secondary listing on the Nasdaq OMX in Helsinki. www.ssab.com.