



NEW STRENGTH  
FOR A NEW AGE



## A NEW AGE OF CONSTRUCTION

Pakistan is entering a new age of construction. It is an era of urban development designed to match international lifestyles and skylines. Whether it is the growing horizon of ambitious high rises, gated communities with modern urban dynamics, houses with a new language of architectural design, national infrastructure or sustainable building projects, Pakistan is emerging as the new Asian epicentre of urban development.

At Naveena Steel, we believe that this new era of construction needs a new form of strength and durability backed by innovation, expertise, modern technology and an unprecedented level of service and quality. That is why, our European plant with revolutionary direct rolling technology consistently delivers purer steel, giving greater strength to new age architectural ideas, ambitions and designs.

NEW  
**APPROACH,**  
RICH  
**HERITAGE**





## NEW APPROACH, RICH HERITAGE

Naveena Group of Companies prides itself as a rapidly expanding conglomerate dedicated to

the business of progress with innovative thinking and sustainability.

*Having begun its journey in 1971, Naveena Group has built a legacy of quality and credibility through a diverse global footprint spanning across Denim, Spinning, Property Development, Steel and Power.*

The unparalleled trust of our customers from the world over makes us experts at handling large scale manufacturing processes and orders, pushing us to achieve better quality, adapting innovative technologies with greater efficiency, the benefits of which are translated to the end consumer.

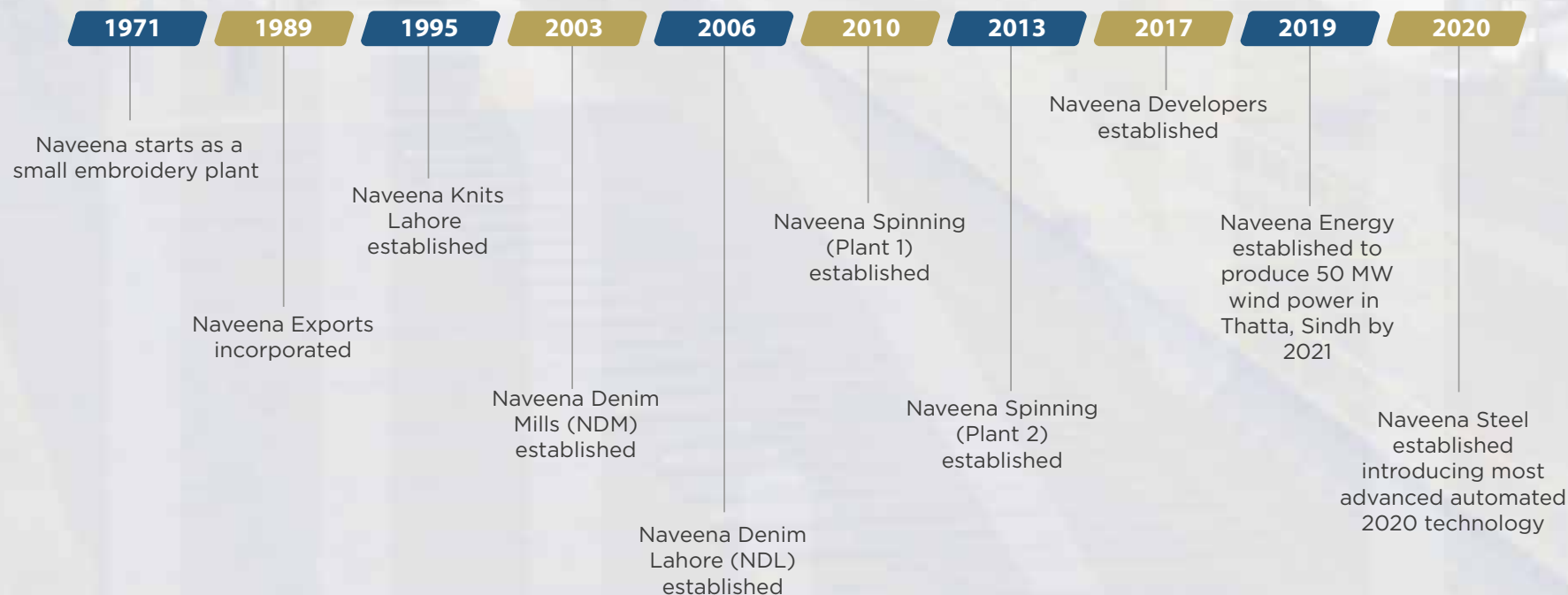
We aim to bring the same quality and efficiency to the steel sector, enabling customers to gain better quality steel while enjoying the dividends of greater value and return on their investments.



*On identifying a need to revamp the domestic steel industry, Naveena Steel set up the most technologically advanced 2020 green-field project in the country: A steel melting and rerolling mill, with a capacity to produce 300,000 TPA of steel bars.*

With its advanced Continuous Casting Production Process, Naveena Steel is the first of its kind in Pakistan to be powered by this state-of-the-art equipment producing superior efficiency along with the highest quality steel rebars. Naveena Steel intends to transform Pakistan's steel industry,

investing in cutting-edge Italian technology from Primetal Technologies Limited. We guarantee high productivity, cost efficiency and environment-friendly processes, giving us a competitive edge over existing set-ups.



## VISION

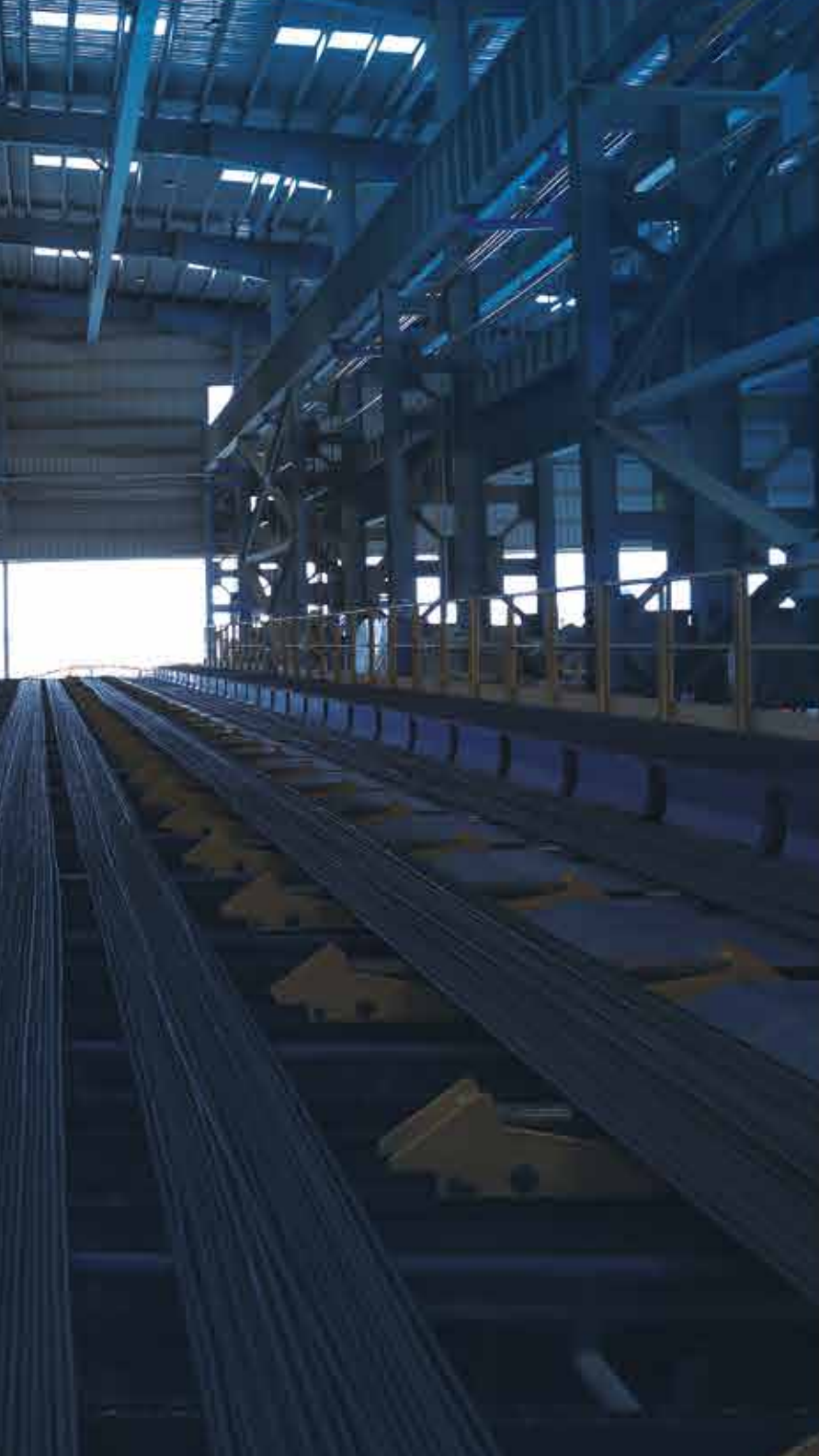
Consistent with the values of the Naveena Group of Companies, Naveena Steel aims to be synonymous with ethical processes, cutting-edge technology and high productivity to benefit customers and make us partners in their growth. Naveena Steel aims to organize the steel sector and be integral in Pakistan's economic growth and

prosperity by investing in people, communities and technology. The Company moves forthwith the belief that profitability and stability are key to success of any enterprise and can be achieved by embracing the highest standards of honesty and integrity.

## MISSION

To lead Pakistan's steel industry by creating unparalleled value for our customers through responsible and innovative processes; and adding momentum to the country's growth and prosperity.





## VALUES

- **Customer Focus:**

We believe in earning our customers' trust by understanding their needs, while providing them with unique products and services.

- **Passion:**

We believe nothing is impossible and that true growth is an outcome of setting and achieving higher goals so that we are not only leaders in our markets but champions of the industry.

- **Sustainability:**

We work tirelessly to preserve the health, safety and well-being of our employees and the community in which we operate - continuously minimizing our carbon footprint through reduced energy consumption, conservation of water by adopting novel reuse methods and achieving zero liquid discharge from the plant.

- **Integrity:**

We believe in honesty, transparency, rigorous compliance and regulatory benchmarks that set the highest bar for employee and consumer rights.

- **Originality:**

We believe in pursuing innovation to identify new opportunities and build an organization that values and is dedicated to diversity.





NEW STANDARDS  
**OF STRENGTH**





## NEW STANDARDS OF STRENGTH

### **a. Revolutionary Direct Rolling Technology:**

The only steel manufacturer with direct rolling technology - a new and revolutionary process that consistently produces purer steel that is much stronger than any ordinary steel bar, meeting stringent American Standard of Testing Material. This new form of strength has been developed to support the demands of new age construction.

### **b. Legacy of Quality and Innovation:**

With experience of delivering innovation and newer ideas for decades in industrial sectors such as textiles and property development, Naveena Group has both a diverse legacy and a culture of innovation that sets us apart as a corporate entity.

### **c. Progressive Customer Service:**

We are changing the dynamics of customer service in the steel sector by playing a more involved role and bringing newer strengths and ideas to the table - from helping you determine the right kind of steel for your project requirements, to safeguarding your interests starting from our plant to your project, we will be your project partners at every step rather than being just a supplier.

#### **d. New Age Sales and Service Channels:**

In line with supporting new age construction, we realize that supply chains must have the agility and understanding of new age project requirements. In light of this spirit of dynamism, we are introducing a range of industry firsts when it comes to sales channels and customer support.

From tech enabled sales channels including e-commerce services, live tracking with weight sensors that help monitor weight of the shipment, SMS and email alerts, QR Code based order monitoring provision of instant lab reports, as well as following safe and professional transport protocols, we strive to consistently deliver newer strengths through newer ways.

#### **e. Unparalleled Precision and Integrity:**

Integrity and precision are critical in providing a solid foundation for new age construction. In light of this demand, we deliver decimal precise orders with “Guaranteed weight”/“Wazan ki Zamanat” in an industry that is casual about integrity and precision.

#### **f. New Age Sustainable Thinking:**

Many manufacturers think that sustainability comes as a tradeoff to strength. However, we deliver a new form of strength that also promotes new age ideas of sustainability by helping minimize our carbon footprint.



# TECHNOLOGICAL EXPERTISE







## TECHNOLOGICAL EXPERTISE

The production of steel is one of the most energy-intensive of all industrial activities and is also responsible for a good portion of the world's greenhouse gas emissions. With climate change being the biggest global concern, the reduction of CO<sub>2</sub> from steel production is a major priority for steel manufacturers around the world. Naveena Steel prides itself on making its steel production processes as green as possible.

*We have adopted the latest technologies that save energy and reduce carbon emissions.*

In addition, we have zero liquid discharge from plant by ensuring maximum water recycling.

### a. Fume Extraction System:

Naveena Steel has invested in a state-of-the-art Fume Extraction System to keep the environment pollution-free. Fumes generated during processing can cause discomfort to workers on the floor and lead to potential health issues because of toxic gases and dust particles.

*Our Fume Extraction System gets rid of harmful metal particles, creating a friendly environment.*

Gaseous emissions by a plant fully comply or are better than National Environmental Quality Standards.



### **b. Induction Furnace:**

Naveena Steel has installed a state-of-the-art Induction Furnace with the latest DIFOC (Digital Inverter Fiber Optic Controller) technology including a full-automation system.

*DIFOC guarantees better quality steel rebars with controlled yield, lower carbon emissions with maximum efficiency and reduced energy consumption.*

This is an interference-free control system that results in precise parameter value for better control and a better quality product. It has a built-in melt cycle evaluator that automatically controls the energy required for melting and superheating.

### **c. Scale Filtration Plant:**

Our commitment to embracing environment-friendly processes has also led to the installation of a Scale Filtration Plant with a total capacity of 1,050 cubic meters. Mill scale made up of Iron Oxide and is the flaky outer surface of billets and rebars produced when large amounts of water is used for cooling, reducing the requirement for fresh water.

*The Scale Filtration Plant ensures that all the pollutants are removed from the water making it fully reusable.*

### **d. Pakistan's First Induction Heater:**

Naveena Steel brings Pakistan's first Induction Heater, which is the most energy efficient and inherently more environment-friendly heat source in the world. For many modern manufacturing processes, induction heating offers an attractive combination of speed and consistency in quality, efficiency, and control.

*It minimizes downtime on the floor, is space-saving, reduces scale loss and guarantees precision of temperature control, ensuring the most superior quality rebars in Pakistan.*

## QUALITY CONTROL

Our Quality Control system works holistically to deliver the best possible value to our customers. We have placed strict control to meet international quality standards by American Society for Testing and Materials, not only to maintain accuracy in chemical composition and physical properties but also to ensure our customers have the best experience. Our facility is equipped with laboratories that ensure quality at the plant at every stage, right through testing of incoming raw materials to testing of billets and finished rebars.



*Besides being experts at meeting Global Standards of quality, Naveena Steel has deployed a Total Quality Management System and is also certified by Pakistan Standards & Quality Control Authority (PSQCA) and ISO 9000.*





#### **a. Steel Melt Shop Laboratory:**

Steel Melt Shop Laboratory performs tests of steel scrap, mill scale, ferro alloys, refractory materials and water quality through our stringent Standard Testing Procedures. Steel melt samples are tested at our state-of-the-art Optical Emission Spectrometer to ensure accurate chemical composition of steel billets, conforming to international standards.

#### **b. Rolling Mill Laboratory:**

Rolling Mill Laboratory performs tensile test, Bend test and Metallography to ensure durability, ductility, strength and microstructure of the steel rebar conform to standard specifications. Tensile testing of rolled bars is carried out by using servo controlled tensile testing machines to measure total elongation, toughness, ductility, tensile strength, yield strength and bendability. This test also monitors stress time, load time, stress position, load position and yield to tensile strength ratio. Metallography is a metallurgical technique which is used to check the microstructure of steel and depict the soundness of steel and its behavior when subjected to extreme applications. The reliability of test machines is ensured through periodic calibration and routine verification.



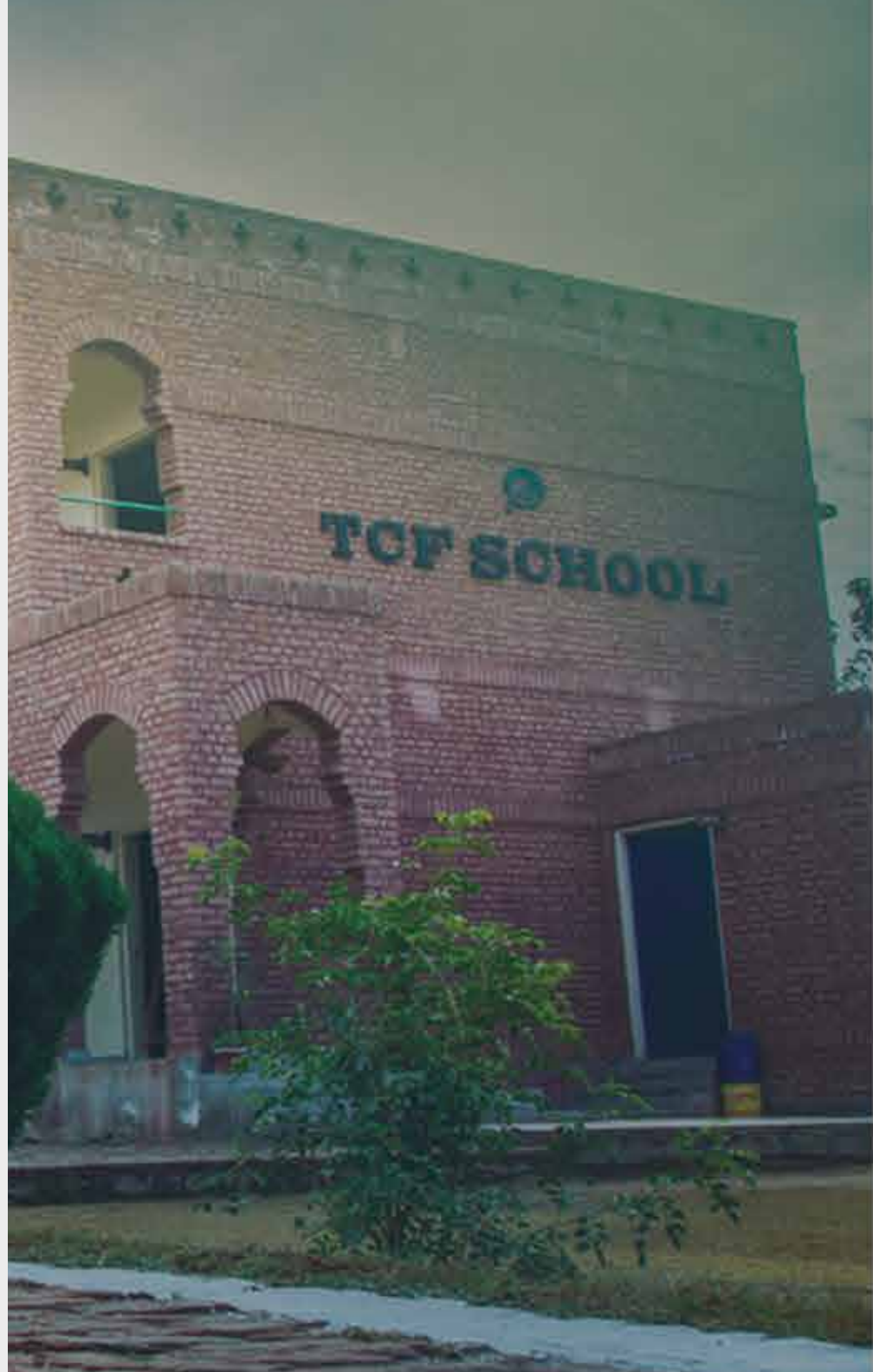
# CORPORATE SOCIAL RESPONSIBILITY

## **Education:**

We believe education is a lifeline that is essential for productive and independent communities, which is why we support the development goals of The Citizens Foundation.

## **Community:**

Our community initiatives extend to children in destitute localities, offering development and financial support to 1,500 students at present while aiming for up to 5,000 in the near future.





# PRODUCTS





*Naveena Titan Grade 60 deformed bars comply strictly with American Standard for Testing Material (ASTM) A-615/A-615M to ensure quality, strength, flexibility and durability, making Titan bars more suitable for all types of residential & commercial projects.*



#### **SPECIFICATIONS:**

- Minimum Yield Strength: 60,000 PSI (420 Mpa)
- Minimum Tensile Strength: 90,000 PSI (620 Mpa)
- Steel Category: S 60 = Carbon Steel (A615/A615M)
- Bar Elongation: 7 - 10%

#### **FEATURES:**

- Value for money due to uniformity in the gauge and overall dimensions
- Weather proof
- Binds well with concrete
- Easy to fabricate

## IMPERIAL SIZES

Bar Designation	Diameter/Bar Sizes		Standard Weight		Expected Length Per MT	
Number	(Inches)	(mm)	(Kg/Meter)	(Kg/Foot)	(Meters)	(Feet)
3	3/8	9.5	0.560	0.171	1786	5848
4	1/2	12.7	0.994	0.303	1006	3300
5	5/8	15.9	1.552	0.473	644	2114
6	3/4	19.1	2.235	0.681	447	1468
7	7/8	22.2	3.042	0.927	329	1079
8	1	25.4	3.973	1.211	252	826
9	1-1/8	28.7	5.060	1.542	198	649
10	1-1/4	32.3	6.404	1.952	156	512
11	1-3/8	35.8	7.907	2.410	126	415

## METRIC SIZES

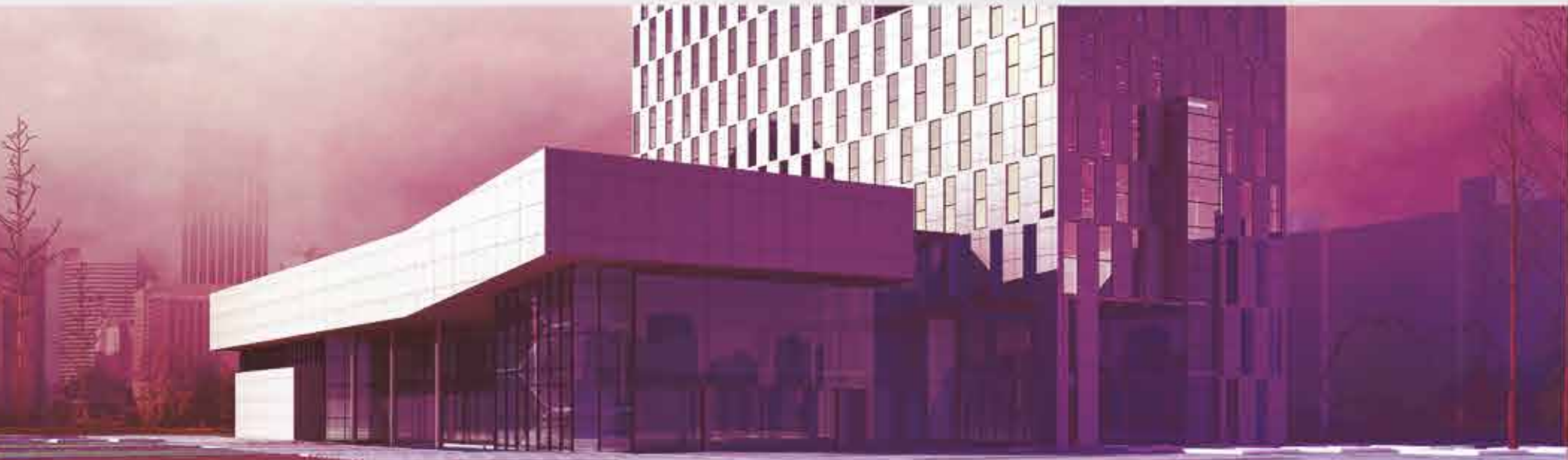
Diameter/Bar Sizes	Standard Weight		Expected Length Per MT	
(mm)	(Kg/Meter)	(Kg/Foot)	(Meters)	(Feet)
10	0.617	0.188	1621	5319
12	0.888	0.271	1126	3690
16	1.578	0.481	634	2079
20	2.466	0.752	406	1330
25	3.853	1.174	260	852
28	4.834	1.473	207	679
32	6.313	1.924	158	520
36	7.990	2.435	125	411
40	9.865	3.007	101	333







*Naveena Pro bars are ideal to use in areas that are more prone to earthquakes as they comply with American Standard for Testing Material (ASTM) A-706/A-706M. These bars have an optimal tensile to yield ratio to improve flexibility and ductility and they are also known for their welding ability that helps save construction cost.*



#### **SPECIFICATIONS:**

- Minimum Yield Strength: 60,000 PSI (420 Mpa)
- Minimum Tensile Strength: 80,000 PSI (550 Mpa)
- Tensile to Yield Strength Ratio > 1.25
- W60=Low Alloy Steel A706
- Bar Elongation: 10 - 14%

#### **FEATURES:**

- Earthquake resistant
- Weather proof
- Binds well with concrete
- High flexible & ductility
- Weldable
- Easy to fabricate
- Value for money due to uniformity in the gauge and overall dimensions



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6	3/4	19.1	2.235	0.681	447	1468
7	7/8	22.2	3.042	0.927	329	1079
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36	7.990	2.435	125	411
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*Naveena Power bars manufactured from special composition of billets provide optimum strength for hi-rise constructions and mega structures. Compared to Grade 60 bars, Power bars economically suit cost and improve the strength of the structure.*



#### **SPECIFICATIONS:**

- Minimum Yield Strength: 72,500 PSI (500 Mpa)
- Minimum Tensile Strength: 88,000 PSI (607 Mpa)
- Revised British Standard 2016
- Steel Category: G500 = British Standard
- Weldable

#### **FEATURES:**

- Lower project cost – Use fewer tons compared to regular deformed bars
- Lower rebar congestion in the structure
- Low tonnage/footage ratio – Get more running feet per ton
- Value for money due to uniformity in the gauge and overall dimensions
- Weather proof
- Better bond with concrete because of unique rib pattern
- High flexible & ductility
- Easy to fabricate

## IMPERIAL SIZES

Diameter/Bar Sizes	Standard Weight		Expected Length Per MT	
(mm)	(Kg/Meter)	(Kg/Foot)	(Meters)	(Feet)
8	0.395	0.120	2532	8333
9.5	0.556	0.170	1799	5882
10	0.617	0.188	1621	5319
12	0.888	0.271	1126	3690
16	1.58	0.482	633	2075
20	2.47	0.753	405	1328
25	3.85	1.173	260	853
32	6.31	1.923	158	520
40	9.86	3.005	101	333





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