



AF STAR
steel for a solid future

CUT & BEND TMT RE BARS

Customised for
EFFICIENT
BUILDING



ABOUT MS AGARWAL FOUNDRIES

For decades, MS Agarwal Foundries (MSAF) has been consistently pioneering the production of high-quality steel products that serve diverse customer needs. MSAF has built a distinct reputation for adopting benchmark, research-driven manufacturing practices, well-entrenched organizational values that ensure ideal practices, a purpose-driven performance and penchant to constantly evolve and excel. All these have transformed MSAF into a leading steel manufacturing company in the country that serves a multitude of business streams and organizations, from both public and private sectors

Founded in 2005 and headquartered in Hyderabad, MSAF continuously added strength to its efforts, and wings to its vision. Today, it operates state-of-the-art integrated steel plants at strategic location, one at Medak, Telangana state, near Hyderabad, while the second plant is located in Naidupeta, Nellore district in the state of Andhra Pradesh. Together, the plants manufacture virgin steel under the brand names, AF STAR & MS Life.

MSAF also operates a sophisticated material testing laboratory that ensures and certifies the quality of the products. It operates a DRI unit, Maruti Ispat & Energy Pvt. Ltd., in Mantralayam in Kurnool district, Andhra Pradesh, and an SMS unit with continuous billet casting, along with its sophisticated rolling mill.

MSAF is driven by a legion of enthusiastic and efficient performers whose commitment and efficiency power production, customer servicing, and business development.

Vision Purpose Mission Values

PURPOSE



We exist to deliver Value to our Stakeholders in Building a Safe & Strong Nation and make the World a better place.

VISION



We shall be outstanding and trustworthy with our steel product quality and services in the market we serve.

MISSION



We shall achieve 1.2 MTPA by 2026-27.

VALUES



Customer Centricity
Result Oriented
Entrepreneurship
Empathy
Integrity
Humility
Sustainability



BUILD FAST STRONG TRUST

TMT bars are the soul of all the construction & infrastructure projects. While most of the TMT rebars supplied are in the form of 12m straight bars, the industry uses more than 90% of TMT rebars in cut & bend form. The Cut & Bend operations are performed at the construction site, often creating several challenges

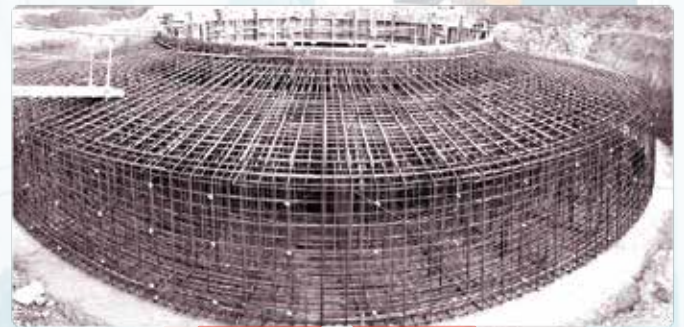
Lack of storage space at construction site- pilferage threat, limited space for operations

Non-availability of manual labors for cut & bend operations

High scrap generation- due to manual labor, disposal challenge

Project delays due to inefficiencies of manual operations

To address the challenges, AF STAR has introduced ready to use cut & bend rebars, AF STAR Steel tmt rebars through its high quality automated process brings the accurately transformed cut & bend TMT rebars that will fasten the constructions pace while reducing wastage and saving costs.



APPLICATION OF CUT & BEND TMT

CAB usage in Footing

Stirrups

CAB usage in Columns

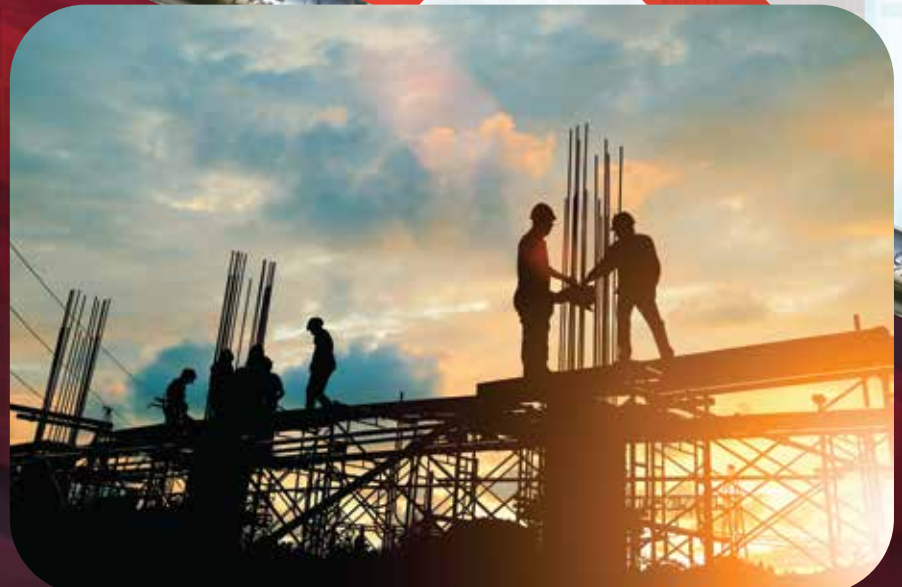
Other applications of Cut & Bend TMT:

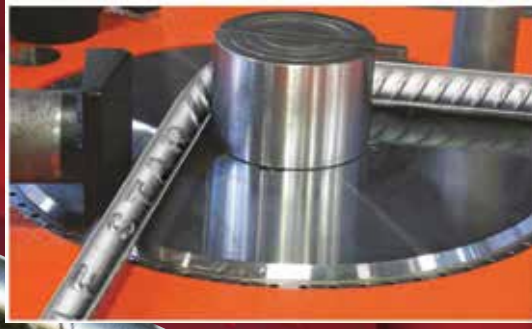
CAB usage in Beams

CAB usage in Stairs

CAB usage in Projections

CAB usage in Slabs





FEATURES AND BENEFITS



Time and manpower efficiency
Cut and Bend TMT bars save time and labour by eliminating the need for on-site cutting and shaping. This accelerates construction progress,



Cost-Effective

Cut and Bend TMT bars offer significant cost savings due to reduced labour, minimized wastage, and improved construction efficiency. Their long-term durability



Enhanced Structural Integrity

Cut and Bend TMT bars are manufactured with precision, ensuring accurate reinforcement placement in concrete structures. This results in improved structural integrity, reducing the risk of cracks, failures, and extending the construction's lifespan.



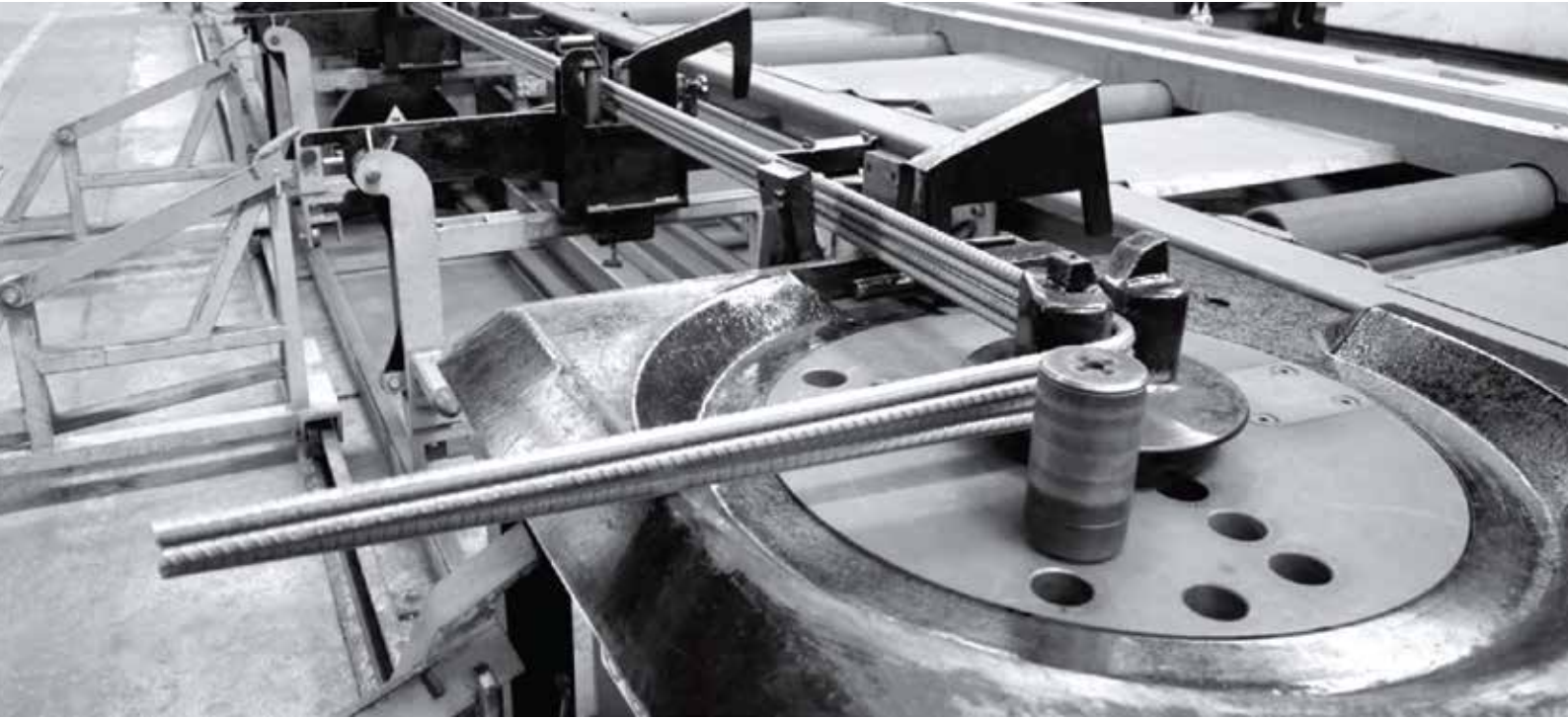
Structural Design Flexibility

Cut and Bend TMT bars provide design flexibility, making it easier for engineers and architects to create complex and innovative structural designs

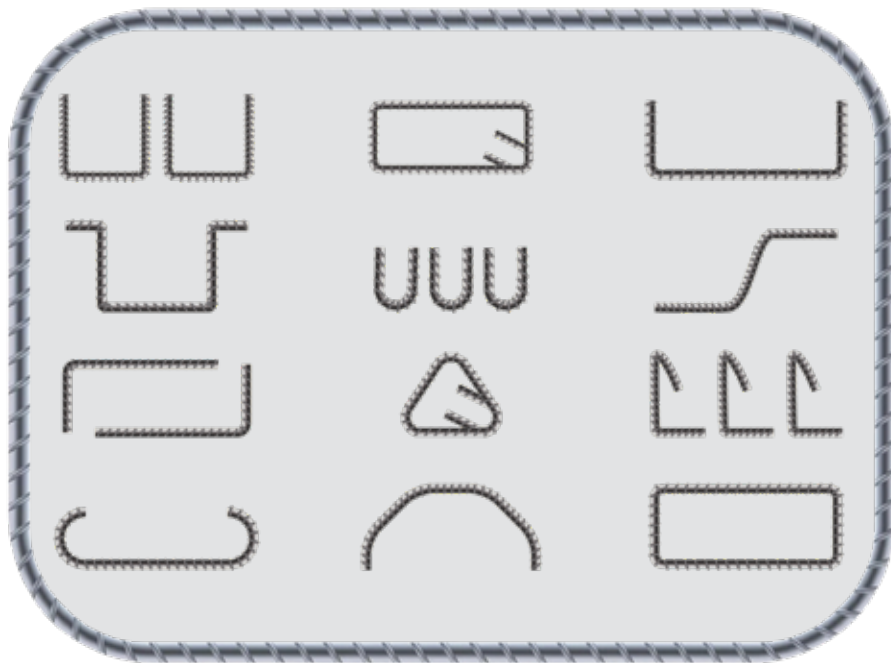


Zero Material Waste

Cut and Bend TMT bars are precisely shaped according to blueprint specifications, eliminating material wastage. This zero-waste approach not only reduces project costs but also promotes sustainable construction



CUSTOMISED STEEL PRODUCTS



PRODUCT FEATURES



High bond strength



Enhanced corrosion resistance



High strength for critical project applications



Superior Bendability



Special Weldability



Seismic resistance



High Dimension tolerance



NABL AND ISO CERTIFICATIONS



BIS CERTIFICATE



SRI LANKA STANDARDS CERTIFICATION



CUSTOMERS



ABOUT AF STAR

For over decades, AF STAR, the premium-class steel products brand, has been consistently pioneering the production of high-quality steel products, serving diverse customer needs.

Produced out of best manufacturing practices, AF STAR enjoys a distinct reputation of guaranteeing durability, robustness, and diversity across the product range. These come together successfully to serve more than 20000 customers, through partnering in steel supply for more than 100 projects, across a multitude of business and construction streams, from major corporations to established dealers.

AF STAR is a premium-class steel products brand coming from Hyderabad-based integrated steel producer MS Agarwal Foundries (MSAF). Through flagship AF STAR, MSAF produces an exhaustive range, from TMT Re bars, rounds, and cut-and-bend products.



Great
Place
To
Work®

Certified

JAN 2024–JAN 2025
INDIA



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