

STRENGTHENING THE **FUTURE**

BUILDING THE IRON & STEEL INDUSTRY OF TOMORROW



ONE-STEP — MULTIPLE POSSIBILITIES

The iron and steel industry faces two distinct challenges — increased volatility in the demand and raw material prices, and a shift in consumption and production, from traditional to emerging markets.

However, it is expected that during 2014-15, the demand outlook will improve modestly, resulting in a marginal increase in capacity utilization and steel prices. As a result, there is only one way the industry can get more out of this positive outlook — ensure that its capital structure is optimized for the new operating environment. This step will help it align its asset portfolios to its business strategies. Additionally, it will ensure optimal allocation of capital to maximize shareholder returns and achieve an efficient capital structure.

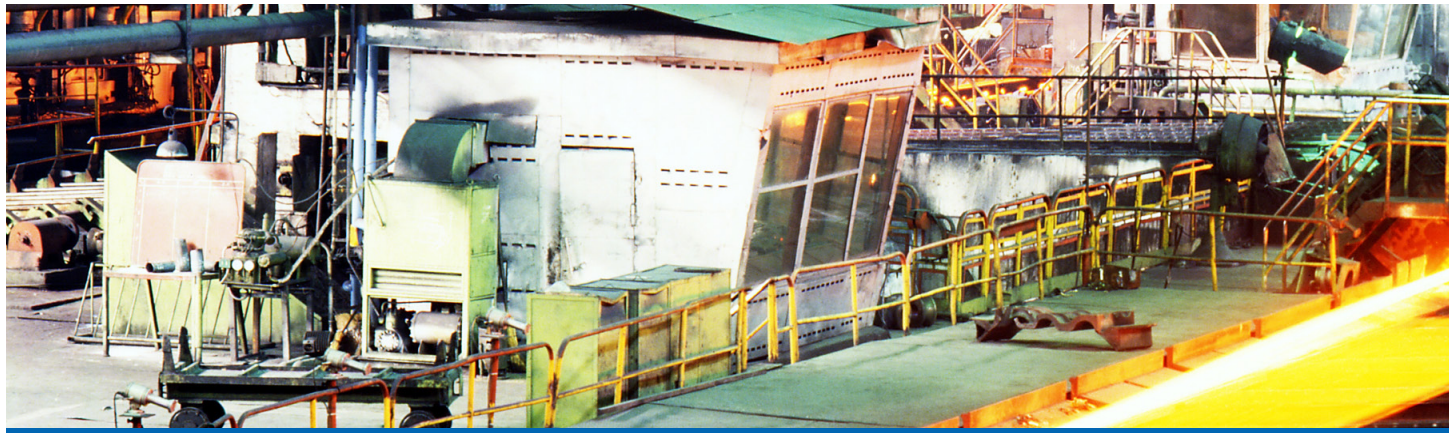
ONE COMPANY — MANY CAPABILITIES

With more than 20 years of experience in the manufacturing sector, working with leading Fortune

500 mill industry companies (Iron/Steel, Aluminum, Paper/Packaging) in the world and collaborating with more than 100 active manufacturing clients, HCL is well equipped to focus on optimizing mill & plant systems to corporate systems of the iron and steel industry.

Partnering with HCL offers iron and steel companies with an opportunity to leverage our business-consulting, enterprise IT, business process services, mill manufacturing software, and engineering R&D expertise and overcome complex business problems. HCL can help them go beyond meeting day-to-day challenges to funding their transformational programs.

**HCL's ALT ASM offering
enables a 20-25% cost
saving leveraged through
our MaSCoT methodology.**

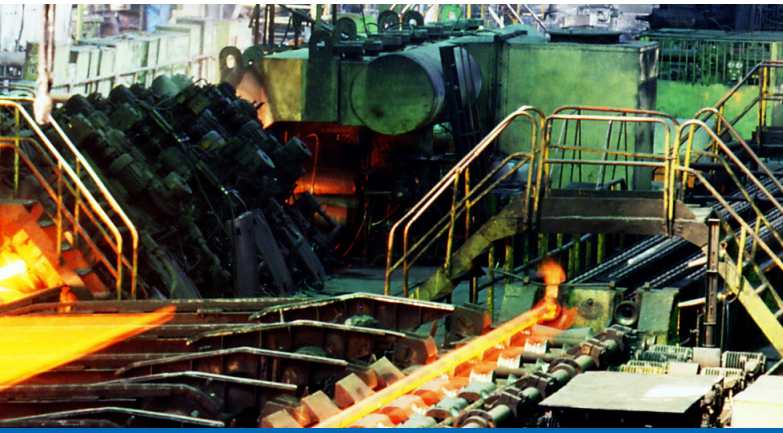


Consequently, high performing iron and steel manufacturers can benefit by improving operational agility, enhancing customer reach, building on cost competitiveness and focusing on strengthening stakeholder confidence.

We continually invest in people, processes and technology to improve our capabilities in the iron and steel industry. In addition, we leverage our extensive near-shore and global offshore capabilities, a holistic network of delivery centers to offer the following industry specific services and solutions.

SOLUTIONS & SERVICES

- Enterprise Resource Planning (ERP) led business transformation
- Business intelligence, enterprise performance management and data analytics
- Business and plant mobility solutions
- Manufacturing Execution Systems (MES) and mill process automation software
- Software development and engineering services



- Mainframe and iSeries platforms services and infrastructure
- Enterprise integration solutions and services

HCL INTELLECTUAL PROPERTY

- Enterprise asset management and computerized maintenance management solutions
- Enterprise supply chain management and optimization solutions
- Commercial (Sales & Marketing, Finance/CFO Systems Advisory) optimization consulting and solutions
- Business process services (EFaaS - Enterprise Function as a Service)

ONE RELATIONSHIP — NUMEROUS DIMENSIONS

HCL consistently supports the Association for Iron & Steel Technology (AIST) in advancing the technical development, production, processing and application of iron and steel.



While helping the AIST drive change, we use our in-depth domain knowledge and global resources to help the iron and steel industry develop innovative approaches, implement transformational initiatives and propel its growth.

Contact us at Mfg-Marketing@hcl.com to learn more about our iron and steel industry specific services and solutions.



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