

Subject: Invitation to join as a Sponsor in AIIFA's 33rd National Level Conference

Dear Sir,

All India Induction Furnaces Association (AIIFA) being the premier steel industry association of Electric Induction Furnaces in the country represents a major section of steel units, producing steel through this route. There are over **1000 Induction furnace units** and over **1200 steel rolling mill** units scattered across all states in the country. These units produce **around 30 Million tonnes (MT)** of steel annually, which is around 27% of the domestic crude steel production of the country. The sector accounts for **direct employment** of over **2 million people** and supports livelihood for another **3 million people**.

2.0. The role of AIIFA is to act as a bridge between the Government and the industry for driving various schemes, participating in the Government's research programs and ensuring capacity enhancement of its units. It also play a vital role to bring various issues of the industry with various related Ministries and concerned Departments and also create awareness of programs and policies of Central/State Government among the members of the association so that their knowledge could be enriched and also could help to adopt latest route of steel making/processing (EIF-Continuous Casting of Steel- Direct Rolling of Hot Billets into finished products) for production of quality steel and also for mitigation of **GHG emission**.

3.0. We are feeling proud that since last **three decade**, the association has been conducting national level meets, on yearly basis, to share and discuss the progressive ideas and ways to make the steel industry stronger. The past initiatives, taken by the association, in this direction, have made grand success in terms of interacting with the Hon'ble Ministers and top bureaucrats of the concerned Ministries and also acquainted with the policies and program of the Government for achieving 300 million tonne target of steel capacity in India by 2030. The quantitative and qualitative growth of the AIIFA organized national meet is self-explanatory in determining its importance.

4.0. We take immense pleasure in informing you that, like every year, this year also AIIFA is organizing its **33rd National conference** on **"Most advantageous route of Environment friendly steel making through Electric Induction Furnace (EIF) and its global acceptance"** on **23rd December, 2019 at Shangri-La's Eros Hotel, New Delhi**, to showcase the disruptive and cutting-edge technological innovations in the steel and its associated sector which can be brought a big transformation in the operational efficiency, cost-effectiveness and take the whole steel making process to the next level by reducing Energy consumption and GHG Emission through Electrical route. The idea is to bring forth the innovations which can be co-opted and adopted rather than getting reinvented with an intent to channelize the available resources for researching, innovating and achieving the NEW & the NEXT.

5.0 This conference is a unique platform for strengthening the secondary steel sector and increasing its importance in the country's economy as well as to meet out the global competitiveness, therefore, we would like to request you that, come and be part of this national conference where government, associations, steel producers, technology providers, policymakers and all associated stakeholders of the Indian secondary steel industry will share their views and analyse the challenges and opportunities ahead.

6.0 The event is likely to be inaugurated by **Hon'ble Minister of Steel, Government of India**. The **Hon'ble Union Minister of MSME, The Hon'ble State Minister of Steel, Secretary (Steel) and Joint Secretary (Steel)** may also likely to address the gathering. Beside this, the personalities from Steel Industry especially from Public Sector units, Central Government officials, R&D Institutions related to Steel and Steel Products, Rolling and Re-Rolling Mills Industries, Sponge Iron/DRI Producers, Ferro Alloys Producers, CSIR-NML, NISST, JPC and other eminent industrialists including members of AIIFA from various parts of the country are also expected to join this event.

7.0. The National council of AIIFA takes the privilege in inviting you on this occasion and request you to kindly participate into the conference. You are requested to confirm your participation in the above conference. It may be noted that the above conference cannot be successful without your cooperation and without your blessing on the organizers and its team.

8.0. Kindly note that, this event would offer an excellent opportunity to reach your message about your ambitions and services to your potential clients. Sponsorship is proven to distinguish companies from their competitors and is the perfect way to ensure delegates remember your company. By sponsoring, you will have the best opportunity to reach the decision makers and senior level of industry executives and analyst. Looking at the importance of this conference, we would like to propose and request you, kindly support this event by joining as a sponsor, so that the event will be grand success. There are multiple sponsorship opportunity are available which will definitely suit your requirement. Please choose one of them and confirm:

Category	Principal Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Amount in INR	Rs. 11,00,000/-	Rs. 6,00,000/-	Rs. 4,00,000/-	Rs.2,00,000/-
Offered	11 Complimentary Delegates for the seminar	7 Complimentary Delegates for the seminar	5 Complimentary Delegates for the seminar	3 Complimentary Delegates for the seminar
	Opportunity to distribute company literature/flyers during the session	Opportunity to distribute company literature/flyers during the session		
	Name & Logo in the Back Drop	Name & Logo in the Back Drop	Name & Logo in the Back Drop	Name & Logo in the Back Drop
	Logo in the Welcome Banner	Logo in the Welcome Banner	-	-
	15 Minutes Presentation Slot	10 Minutes Presentation Slot	5 Minutes Presentation Slot	-
	1 Full page complimentary Colour	1 Full page complimentary Colour	1 Full page complimentary Colour	1 Full page complimentary Colour

	advertisement worth Rs. 20000/-plus GST (before starting the list of members) in the Souvenir	advertisement worth Rs. 20000/-plus GST (after the advt of Principal Sponsor) in the Souvenir	advertisement worth Rs. 20000/-plus GST (at the end of members list) in the Souvenir	advertisement worth Rs. 20000/-plus GST in the middle of Souvenir
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Note:

- *Your contribution towards R&D Fund and Building Fund is exempt from imposition of GST, accordingly you are not liable to deduct any TDS on contribution to these funds.*
- *Any payment for Sponsorship will attract GST @18% and the payer is supposed to deduct TDS.*
- *Kindly deduct TDS@2% on the payment towards Advertisement only*

9.0. Please find below our bank details for speedy remittance.

Axis Bank : 196, Shalimar Bagh, Delhi-88
A/c No. : 263010100094586
RTGS : UTIB0000263

We hope you will extend your full support to make the success of the above seminar on **23rd December, 2019**. We also hope that you will consider our request with full cooperation and enthusiasm.

An early reply shall be highly appreciated in this regard

Thanks & Regards

Kamal Aggarwal
Hon. Sec. General