



# MEENAKSHI<sup>®</sup>

## TMT

**Dealers and Distributors**



**FE 550D**

WITH

**Z RIBS**

Presenting the new Fe550D  
with Z Ribs Technology

For superior concrete bonding strength.



- **Z+ Bonding**
- **Z+ Quality**
- **Z+ Strength**

# STRONG BONDS STRONGER BUILDINGS

## ABOUT MEENAKSHI TMT

Meenakshi TMT is a reputed manufacturing company that spans decades of craftsmanship and knowledge in producing the most premium, reliable, high-quality steel construction materials, especially in the form of TMT bars. TMT bars support the very foundation of every home and building which we believe makes it one of the most essential component of a construction. Meenakshi TMT bars are acclaimed for their affinity towards superior bonds with concrete, that ensures that the building is stronger and will last longer. They are durable, ductile, strong, reliable and seismic and corrosion resistant. With Meenakshi TMT, you can proudly display Strong Bonds, Stronger Buildings.

## BLESSED HERITAGE

With 3 generations of torch-bearers having 50+ years of experience in the business, the Meenakshi family has played an important part in the steel industry, where we play a crucial role in shaping the infrastructural growth and development of India. In tune with the dynamic industry, we have been learning, adapting, and pioneering change. It is our penchant to manufacture best-in-class TMT bars that lend stability to any building for years to come.

## MEENAKSHI STEEL FEATURES



**1,00,000 TONNES**  
STEEL MANUFACTURED  
P.M



**OPERATING**  
**9 FACTORIES**



**EMPLOYING**  
**2000+ PEOPLE**



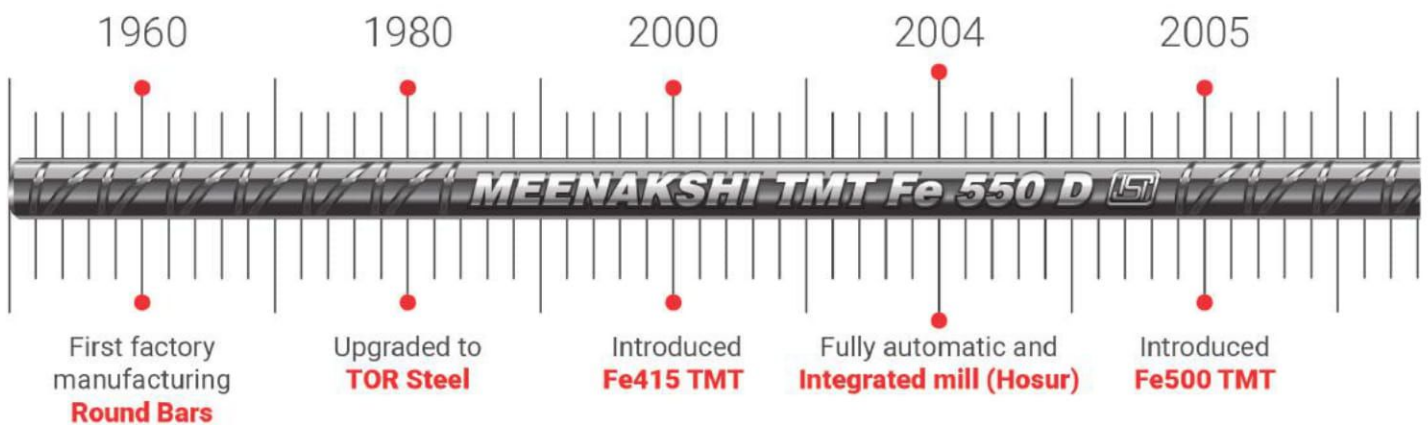
**PRESENCE IN**  
**6 STATES**



**CLEAN ENERGY**  
**COMPLIANT**

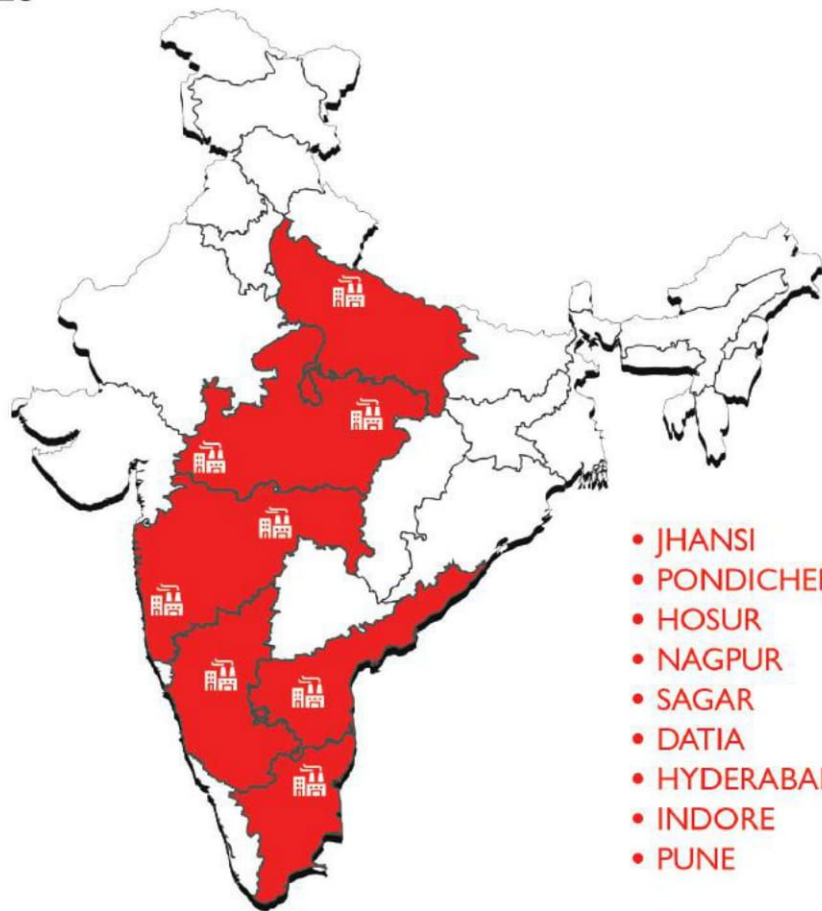


**LIGHTER WEIGHT**  
**BUNDLES**

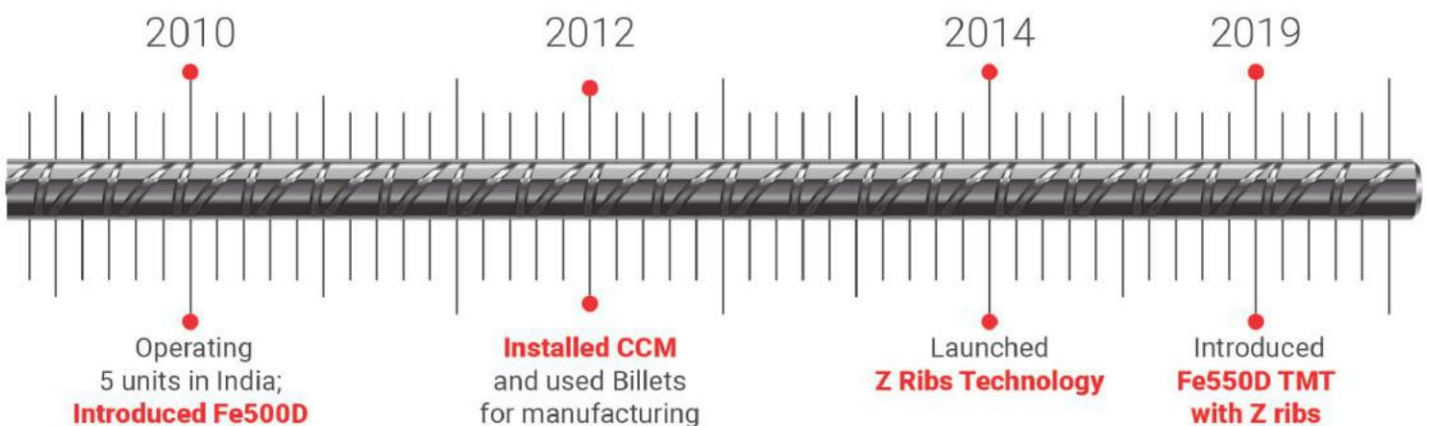


# MEENAKSHI STEEL PRESENCE

## OUR FACTORIES PAN INDIA



- JHANSI
- PONDICHERRY
- HOSUR
- NAGPUR
- SAGAR
- DATIA
- HYDERABAD
- INDORE
- PUNE



# MEENAKSHI TMT FE 550D BENEFITS

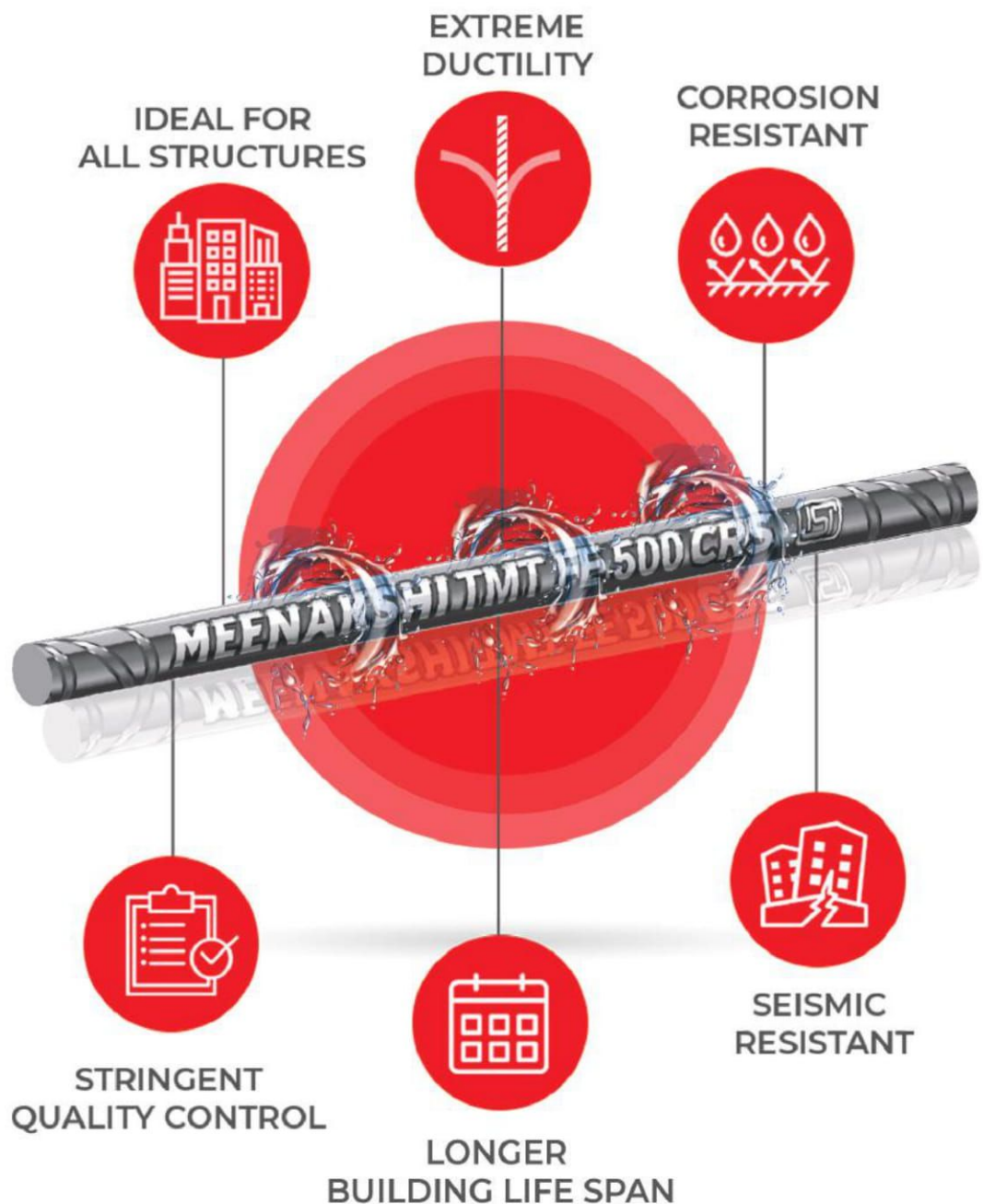
Meenakshi's FE 550D TMT bars are acclaimed for their high quality, strength, corrosion and seismic resistance, and the foundational support they provide for constructions. Based on its levels of bendability, ductility, malleability and corrosion resistance, Meenakshi's FE 550D TMT bars are among the industry's highest quality standards for TMT bars.



# MEENAKSHITMT

## FE 500 CRS BENEFITS

Meenakshi Corrosion Resistant Steel [CRS] FE 500 TMT bars are produced with corrosion resistance elements such as copper, chromium, and phosphorus. The high corrosion resistant feature extends the life span and makes them an ideal choice for projects near water bodies, monsoon prone regions, low lying areas, coastal areas, bridges and dams etc.



# DEALER & DISTRIBUTOR BENEFITS

Meenakshi TMT is the go-to choice for our dealer and distributor partners for a wide range of benefits that Meenakshi TMT bars provide. Apart from having the most premium quality TMT bars that are extremely affordable, Meenakshi TMT ensures that there a plethora of benefits such as continuous cost savings, storage space savings, excellent quality and 360 degree marketing support. Meenakshi Steel also has a great Dealer's Benefits program called Namma Manethana that has great gifts and schemes for top performing dealers.



INDOOR  
STORAGE



FISH  
BUNDLES



NAMMA  
MANETHANA



DEALER  
SCHEMES



AFFORDABLE  
PRICING



360 DEGREE  
MARKETING SUPPORT



QR CODE  
TAGGING SYSTEM



STABLE AND  
CONSISTENT PRICING



LIGHTER  
BUNDLE WEIGHT



# NAMMA MANETHANA

Meenakshi Steel has an elusive members club and website with fantastic gifts and offers for all our dealers and distributors. Since 2018, as part of our dealer outreach program, we picked the top performing dealers and sent them on an all expense paid trip to Mauritius in 2018 and Paris in 2019 with their family. This is just our way of repaying the faith shown by our dealers in our products, and a chance for us to renew our bonds and energy. A family that holidays together, stays together.

- Mauritius - 2018
- Paris - 2019
- Swizerland - 2019

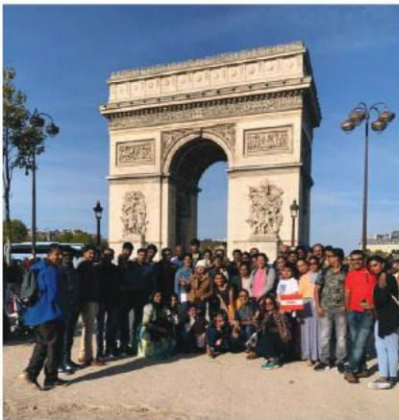
## Testimonials

“ It is easy to work with the people at Meenakshi. They are transparent with their policies & they have come up with a great innovation like Z Ribs which is loved by all my customers. ”

- Preetam Goel, Bangalore,  
(Dealer)

“ I have been exclusively selling Meenakshi TMT for the last 10 years and I never felt the need to have another brand. Meenakshi stands for reliability, trust and safety. ”

-Deepak Kumar Goel, Bangalore,  
(Dealer)



Paris  
2019



Mauritius  
2018



Switzerland  
2019



**Mauritius in 2018**



**Paris in 2019**



# NEW DEALER **GUIDELINES**

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## MINIMUM STORE SIZE **REQUIREMENTS**

Meenakshi dealer store minimum needs to be 30ft x 30ft in size to store our Meenakshi TMT rods. The 900 sq ft store is a sufficient space to hold our expertly strapped fish bundles that can be stored in large quantities in small spaces.

## MINIMUM WORKING CAPITAL **INVESTMENT**

We, at Meenakshi TMT, consider that in one month, a minimum 10 tons of TMT bars can be easily stored. Calculating roughly for a month, based on our TMT cost INR 650000 is sufficient working capital for the dealership along with the additional expenses you might have to bear.

## GET MEENAKSHI TMT **DELIVERED IN A DAY**

Meenakshi TMT provides an instant delivery service. Once you place an order with our dedicated salesmen, we will deliver fresh material directly from our factory at the construction site. We deliver the premium quality TMT rods within 1 working day.

## TWO MONTHS BUY BACK **POLICY**

In case you have purchased from Meenakshi TMT and by any chance you have not managed to sell the material after 2 months, we will buy back the material at the present market rates.

## TECHNICAL ASSISTANCE AND RETURN **POLICY**

Meenakshi TMT provides an instant return policy in case our builders have any concerns with the quality of the product. If you report a problem, we will provide technical assistance on the following day and if we find there is a genuine issue with the manufacturing, we will replace the material for you.

## LEADS AND CONTACTS **ACCESS**

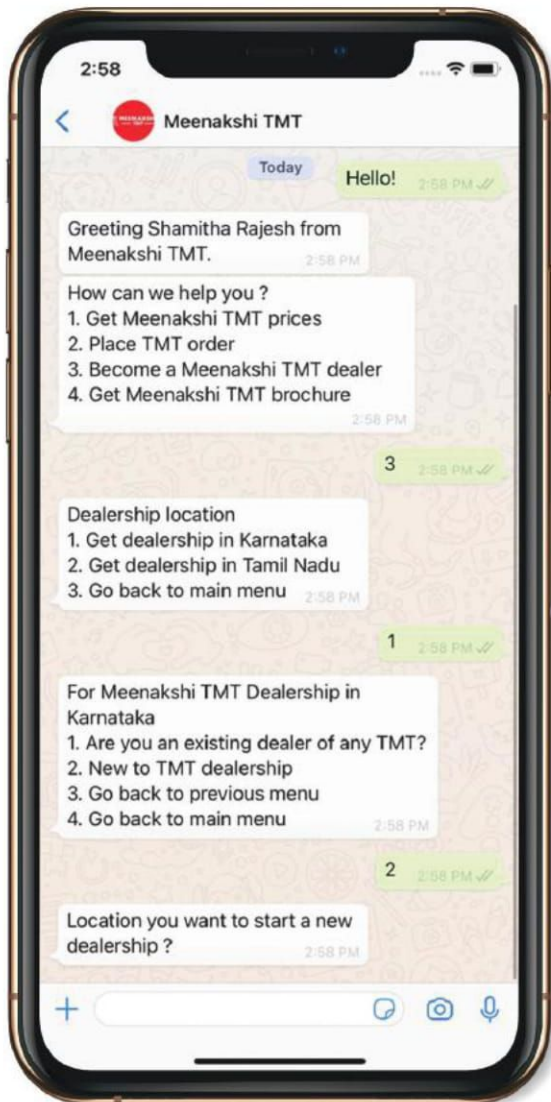
When we get any query for TMT from a nearby location, we provide our nearest dealer's contact for the client. We give access to clients directly through lead generation support. Once you register with us, through the pincode of the client we source our nearest dealer details and help you create a clientele.

# CUSTOMER SUPPORT SERVICE

## WANT TO BECOME A DEALER?

### WHATSAPP US TO BECOME A MEENAKSHI TMT DEALER

Becoming a Meenakshi TMT dealer is just a click away. WhatsApp us to know how our dealership works and to become a dealer instantly. You will have to let us know some basic details and we keep the process so quick and hassle-free to make your dealership experience a pleasant one.



WHATSAPP



**(+91) 8778112322**

- Enquire details
- Provide information
- Become a Meenakshi TMT Dealer

[www.meenakshigroup.in](http://www.meenakshigroup.in)

[info@meenakshigroup.in](mailto:info@meenakshigroup.in)

# TECHNICAL SPECIFICATION

Content	ISI Fe550D	Meenakshi TMT Fe550D	Meenakshi TMT Fe500 CRS
<b>Chemical Properties</b>			
Carbon (Max)	0.30	0.25	0.25
Sulphur (Max)	0.055	0.04	0.04
Phosphorous (Max)	0.05	0.04	0.1
Sulphur & Phosphorous	0.10	0.075	0.1
Carbon Equivalent	0.42	0.35 to 0.42	0.5
CRE Value (Cu+Cr+P)% (Min)	-	-	0.4
<b>Physical Properties</b>			
Yield Stress (N/mm <sup>2</sup> ) (Min)	550	560	530
Elongation % (Min)	14.5	16	14
UTS/YS Ratio	1.08	1.12	1.1
Tensile Strength (N/mm <sup>2</sup> )	600	620	565
<b>Bend test</b>			
	No traverse crack should form after bending through 180° and a mandrel of diameter specified below.		
Bars up to and including 20mm	<5d	<4d	<4d
Bars over 20mm	<6d	<5d	<5d
<b>Re-bend test</b>			
	No traverse crack should form after bending through 45° and reverse bending the same through 22.5 around the mandrel diameter specified below.		
Bars up to and including 10mm	<7d	<6d	<5d
Bars over 10mm	<8d	<7d	<7d

Applicable to all grades as per BIS 1786:2008. Length 40 feet or 12.19 meter.

Standard Diameter (mm)	ISI Nominal Wt / meter Kg	ISI Range of wt for each batch wt. /meter Kg		Meenakshi TMT Wt./meter Kg	Bundle wt (+ or - 1 Kg.)	Pcs / Bundle
8	0.395	0.367	0.423	0.377	46 Kgs	10 Pcs
10	0.617	0.574	0.660	0.574	49 Kgs	7 Pcs
12	0.888	0.843	0.932	0.853	52 Kgs	5 Pcs
16	1.579	1.500	1.658	1.503	55 kgs	3 Pcs
20	2.467	2.393	2.541	2.378	58 Kgs	2 Pcs
25	3.855	3.739	3.971	3.773	46 Kgs	1 Pc
32	6.316	6.127	6.506	6.310		

Meenakshi Udyog (India) Pvt. Ltd.

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