

***ISTEEL XLS***  
**LONG LIFE TMT BARS**



**DOUBLE SHAKTHI**

CORROSION RESISTANCE SHAKTHI  
& EASY-TO-BEND SHAKTHI



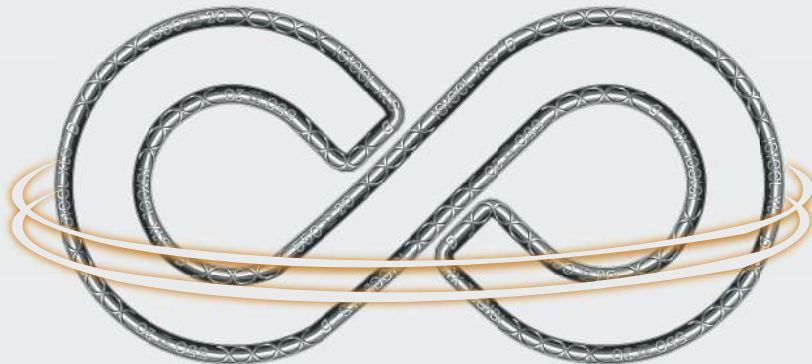
“FOREVER”  
SINCE 1998



iSTEEL comes from a company that has been manufacturing and marketing construction steel bars for over 20 years. We started our journey with the vision of breaking barriers and setting the trend with every move we took. Headquartered in Chennai, the enterprise is managed and run by professionals. We have a strong sales team with a presence in Tamil Nadu, Kerala, Karnataka and Andhra Pradesh,

and they are just a call away. We are an ISO 9001-2008 company certified by DNV, Netherlands, and we are known for ethics and a strong value system. Our manufacturing unit is certified by L&T's Quality Assurance and Control Department. iSTEEL prides itself on upholding values that have helped the company carve a niche for itself in the market.

- 01 A pioneering spirit
- 02 Preferred partner of Ultratech Cement at their UBS Stores
- 03 Commitment to educating the masses on good quality steel bars
- 04 Quality far above ISI standards and at par with national brands
- 05 Eco-friendly
- 06 ISI and ISO certified
- 07 Factory fresh steel
- 08 Consistent R&D in product development
- 09 Innovative marketing approach
- 10 350+ dealers in South India



# YOUR HOME. **STRONGER** AND FOREVER WITH COPPER.

Building a home is giving wings to dreams and we hope to partner with our customers in creating a robust, durable home that is repair and maintenance-free. Steel is the backbone of your home and that's where we come in. Given the irreplaceable nature of steel, we believe it is important to get the selection right. iSTEEL is all about infusing life into a building. Which is why we spared no effort in making sure that your home is built with TMT bars that last 17% longer. iSTEEL XLS-D TMT bars come with the additional power of Copper to resist corrosion and ensure a longer-lasting building.



STEEL XLS - D 550 20







# iSTEEL XLS – D, Fe-550 Grade TMT bars

Presenting a brand-new variety of 550 grade TMT bars with Double the Benefit:  
The Power of Copper & Superior Ductility

Copper has been useful in our lives through the ages. It is present in our bodies and used in making medicines and utensils. It is common knowledge that water stored in Copper vessels is good for health, as is food cooked in Copper utensils. Our ancestors have known of the goodness of Copper, and its benefits have been passed down over successive generations. Due to its high corrosion-resistance properties, Copper is an essential ingredient in construction steel and plays a key role in the foundation of our homes, making them last longer.



iSTEEL XLS – D TMT bars infused with Copper ensure that your home stays strong and resists corrosion for generations.

## BENEFITS OF COPPER



Good for Digestion



Slows Down  
Aging



Good for Thyroid  
Function



Healthy for Heart



Kills Bacteria



Promotes Brain  
Function



# BUILDING HOMES THAT LAST **FOREVER** **AND 17% LONGER**

In reality, homes built with ordinary TMT bars are said to have a lifespan of 50–60 years. At iSTEEL, we believe that homes should last even longer and can be enjoyed for generations. iSTEEL has come up with a magical formula through its R & D and via association with industry experts. We offer a very unique and special chemical composition of steel which now enables homes to last longer.







iSTEEL XLS - D TMT bars add 17% extra life to your homes. We make a special alloy of steel with the desired quantity of Copper, Nickel and Chromium.

- Copper fills the pores and resists corrosion
- Nickel toughens the steel and increases fatigue resistance
- Chromium resists oxidation and arrests pitting corrosion
- Lower Carbon makes the steel more flexible and ductile

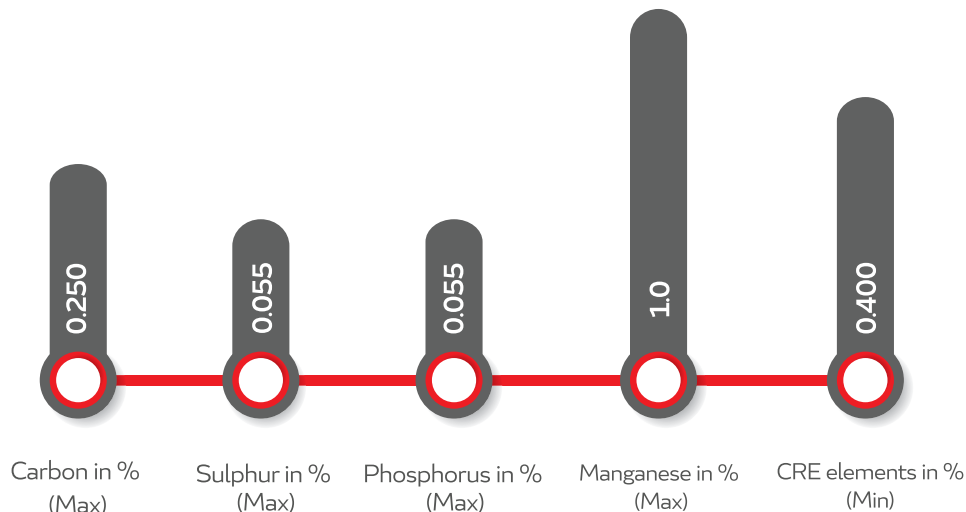
# CORROSION RESISTANCE SAKTHI

Corrosion weakens the reinforced concrete - the rust on steel occupies twice the volume of the original steel bar. This creates pressure which causes cracking and subsequent spalling of the surrounding concrete.

iSTEEL XLS - D TMT bars are approved by BIS under CML No. 6121345 as "High strength deformed steel bars and wires for concrete reinforcement (TMT) low alloy steel, Gr.Fe550". Our bars were tested for corrosion-resistance at the National Metallurgical Laboratory, Jamshedpur, and were found to have the lowest corrosion rate. iSTEEL Bars corrosion-resistance index is 17% which enables the building to last 17% longer.

## UNIQUE CHEMICAL PROPERTIES

iSTEEL XLS-D 550



\*CRE – Corrosion Resistance elements like Copper, Nickel & Chromium

## EASY-TO-BEND SHAKTHI

Steel bars bear a lot of stress while being bent to the desired shape. They also need to stretch when weight is put on them. If the steel doesn't flex, it can snap over time under the weight. Our computer-controlled TMT process ensures high-quality water quenching, thus giving the bar excellent bendability along the entire length of the bar. iSTEEL XLS - D TMT bars have a minimum elongation of 16% which enable them to withstand high pressure without breaking, a characteristic that is critical for seismic-prone areas. Buildings built with iSTEEL XLS - D TMT bars have a better capacity to absorb the energy generated by earthquakes, resulting in higher evacuation time.

iSTEEL XLS-D 550



# SERVICES FOREVER



## ONE-STOP SHOP

iSTEEL offers bars across the range of sizes from 8mm to 32mm making it a one-stop-shop for all your construction needs in steel bars.



## READY MADE RINGS

iSTEEL Ready Made Rings are bent to a standard size for use in beams and columns as per the BIS specification and hence offer better earthquake resistance than rings made onsite. You can buy perfect quality rings and also save time and money.



## READY MADE STEEL

Speed up your construction and bring down costs. Ready-Made Steel is a solution that is used widely in developed countries. No need to cut and bend steel onsite. No need to store huge stocks of steel at the construction site. With iSTEEL Ready Made Steel, there is no material wastage, which helps save nearly 8% in costs.



## PERSONALIZED SALES SERVICE

Dedicated territory sales officer from iSTEEL is available in your area.



## PEOPLE WHO TRUST US

Our innovative approach in steel marketing has earned us many reputed clients.



## AVAILABLE CLOSE TO YOU

We strongly believe in the power of business partnerships. It is not a surprise therefore that today we have the largest retail distribution network in South India. Our sales team will be more than happy to help you and are just a call away.



## AFTER SALES SERVICE

Our service team is a call away. We reach your site within 24 hours if there is a problem and solve issues within 72 hours.

# OUR PARTNERS IN STRENGTH







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