



FROM LEFT TO RIGHT:
SANCHIT JAIN
(Director)
KAMLESH JAIN,
(Chairman)
MAYANK PAREEK
(Managing Director)

JAIN METAL GROUP

Making sustainable growth future-proof

In its endeavour to broaden the scope of its metal recycling business, the Chennai-based Group expanded its canvas of operations. Eventually the dynamic group found itself not only at the forefront of the unfolding sustainability revolution, but also giving the Indian recycling industry the much-needed impetus, writes Ayyappan V.

Seeing is believing. It was during the visit of the Akam (Azadi Ka Amrit Mahotsav) delegation to the three plants of the Jain Metal Group in Chennai that one got to see the depth and breadth of the operations of the 75 decade old pioneer in non-ferrous metal recycling of the country.

Over the years the company that got started off as copper and brass utensils manufacturer had shed the trappings of a traditional family owned business stand metamorphosed into a sprawling business spread across happening recycling sectors of copper, lead and plastics. Today it is a professionally run and technologically advanced conglomerate that is married to sustainability and circular economy principles where zero waste, net zero etc are important indices of growth and well-being.

When asked about the challenges faced by the Group during its transformative journey, Group Chairman Kamlesh Jain said: "One of the major challenges was changing the mindset of quick returns from investments. But we had quickly realised that investments in environment friendly technologies might not give monetary returns, however, sustainability of industry lies in them. We also realised that investment in technology to enhance product quality and branding pays in the long

run but make business robust for decades."

"The second challenge," added Mr Jain, who is the entrepreneur belonging to the third generation in lineage, "was to create an organisation with self-motivated team members and self-propelling systems and procedures."

Today, the Group stands tall and robust with three companies - Jain Resource Recycling Private Limited (JRR), Jain Recycling Private Limited (JRPL) and Jain Green Technologies Private Limited (JGT) - each with own claims to fame as a global supplier of recyclables, ever ready to feed the increasing appetite of development and growth in many of leading economies of the world.

The JRR, the flagship company of the Group, holds the position as India's leading producer of recycled lead ingots with an annual capacity of 150,000 tonnes. What needs highlighted here is that these ingots are listed on the London Metal Exchange.

Operating two plants, Jain Recycling Private Limited (JRPL) is another prominent division of the Group. While the one has emerged as the country's foremost producer of recycled copper products with an annual production capacity of 40,000 tonnes, the other focuses on recycling Polypropylene and Polyvinyl Chloride plastics, churning out more than 12,000 tonnes of plastic granules per year. It also helps the

JAIN RECYCLING PVT LTD

The Copper unit is located at Gummidipoondi, Chennai

CAPACITY: 42,000 MT / Annum

AREA: 10 Acres

Production of High-Quality Copper Raw Materials by Recycling Cable Scrap
Production of Refined Copper Billets & Brass Billets from Copper Scrap

JAIN RECYCLING PVT LTD

The Plastic unit is located at Gummidipoondi, Chennai

CAPACITY: 12000 MT / Annum

AREA: 6 Acres

Production of Polyvinyl Chloride Pellets (PVC), Polypropylene Pellets (PP) by Recycling Plastic Scrap

JAIN RESOURCE RECYCLING PVT LTD

The Lead unit located at Gummidipoondi, Chennai

CAPACITY: 150,000 MT / Annum

AREA: 18 Acres

Production of Refined Lead & Lead Alloy Ingots by Recycling Battery Scrap & Lead Scrap

JAIN GREEN TECHNOLOGIES PVT LTD

The Alluminium unit located at Gummidipoondi, Chennai

CAPACITY: 36,000 MT / Annum

AREA: 4 Acres

Production of Alluminium Alloys in molten and ingot forms

As a pioneer in metal recycling in south India, how do you find the sectoral growth in the country over the years?

The growth of recycling industry in the country has been consistent over the past few decades. This is a natural growth which would always happen if economy is growing. However, I would not rate the growth of recycling sector in India to be phenomenal. In countries like China, recycling grew exponentially because of pragmatic Government policies to promote and nurture recycling industry fortified with effective implementation of such policies. We can see recycling industries booming in countries like Malaysia and Thailand over the past few years.

India has many positive factors for recycling such as cheap labour, well connected seaports, increasing generation of domestic scrap, etc. With right Government policies, recycling sector can grow tremendously contributing not only to the economy of the country but also to the environment.

Jain Group is one of the largest importers of scrap in the country. How has the art of procurement changed over the years? What are the important issues that you face on this front today?

I would say, it is not the

change but adhering to the practices like highest degree of financial commitments and honest dealings with suppliers that have heled us buy large volumes of scrap from all the corners of the world. However, establishing overseas procurement offices surely contributed to strengthening of procurements.

The recent global trend about the scrap is that countries have started treating scrap as strategic resource and they do not wish to part with it. This approach is leading to export ban on scrap by many countries. The other issue is evolution of technologies which are reducing human dependence on scrap processing. This is giving an edge to opulent economies, who have traditionally been exporters of scrap, for processing the scrap inhouse rather than exporting.

Do these increasing legislative interventions and controls play spoilsport to serious recycling operations, which are already running on low margins?

Legislative controls and interventions are always not counter productive. They may contribute for growth of recycling industry and their right conduct. In India, unduly stringent rules for import of scrap disallowing imports of many types of scrap e.g. e-scrap, penalising a genuine recycler for GST evasion by previous sellers in the chain, etc. are discouraging.

“With right government policies, recycling can grow tremendously in India”

KAMLESH JAIN,
Chairman

Jain Metal Group is India's one of the most diversified business houses in the non-ferrous recycling domain. Founded more than 75 years ago, the group has interests in Lead, Copper, Aluminium and Plastics and is operating through 5 plants processing more than 200,000 MT scrap annually. All the group plants are ISO 9001, 14001 and 45001 certified.



ICW Cables



Lead Copper Cable



Al Copper Cable

- Marine Cable
- ICW Cables
- Steel/Al BX Cables
- Lead Copper Cables
- Al/Cu Cables
- Harness Cable
- Copper Negative Foil



Batteries



Soft Lead



Remelted Lead Ingots

- Battery Plates
- Car Batteries
- Soft Lead
- Wheel Weights
- Lead Shots
- Lead Strips
- Terminals
- Remelted Lead Ingots
- Shredded Range Lead



Zorba



Tense



Extrusion

- Al Tense
- Al Zorba
- Al Extrusion
- Al Taint/Tabor
- Alternators & Stators
- Small Motors
- Mixed Motors



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India has seen the entry of some big names into lead manufacturing through the recycling route. What is your reading into the development?

There are multiple factors contributing to new organised players coming into lead recycling. First, availability of lead scrap and lead acid battery scrap from both indigenous and international sources is growing consistently. Second, dominant presence of unorganised recyclers of domestically available lead acid battery scrap has been gradually receding and being taken over by organised sector. Third, recently promulgated Battery Waste Management Rule, extending producer's responsibility for safe recycling is also promoting organised recycling.

How do you plan to take on the competition in the market?

In growing economy, we would always have new players getting into the foray and peers growing. However, our own strengths pave way for the consistent growth.

Jain Resource Recycling (JRR) has its certain strengths which

make it a strong player in lead recycling. Even with new players coming into lead recycling domain, JRR has constantly been growing at a CAGR of 40% over the past five year. It has very strong sourcing team including dedicated sourcing offices overseas. JRR has consistently been investing in technology focussed at environment friendly recycling and high quality products.

Are incentives a bane or curse for the sustainable growth of recycling?

Target driven incentives would, of course be a boon for recycling industry in the country. Incentives in the form of tradeable EPR points have already been introduced by the Government in the country. The need is to increase the horizon of EPR schemes and ensure strict enforcement. The Government should extend incentives on new capex in recycling sector. Incentives to recycling equipment and machine manufacturing companies too has a great potential for growth of recycling sector.

Our own strengths pave way for consistent growth

MAYANK PAREEK,
Managing Director

Group to carry out end-to-end recycling of various types of plastic and waste generated as bye-product by group companies.

The third company, Jain Technologies Private Limited (JGT) specialises in the production of die cast aluminium alloys and is one of its leading exporters in India. JGT also supplies the product in hot molten form to the consumers, helping the Group to consolidate its foothold in industries such as automotive, aerospace, and manufacturing.

All the plants are ISO9001, ISO14001 and ISO45001 certified. The JGT plant is also ISO 14021 certified, while its Aluminium ingots are certified by the Bureau of Indian Standards (BIS).

"All our plants deploy the best of the available technology enabling it for recycling with minimum emissions. We carry out end-to-end recycling with zero land-fill", informs the Group Chairman proudly.

Through the operations of the three distinct companies the Group has not only

diversified its operation, each handling a specific type of metal to promote efficient and compliant processing and recycling, but also mitigated the risks associated with holding on to one large company.

The topline of the Group is over Rs. 4000 crores per annum. With all the plants equipped with advanced technology, the Group is highly focused on producing world class quality products through continuous improvements. The group's facilities including the country's largest



automatic scrap battery breaker and cable scrap granulation machines, as well as specialized technology for recycling mixed plastic regrind. The Group has a large pool of employees, including over 800 women gainfully employed.

EXPANSIVE GROWTH

The Group is focused on expansion and growth based on strategies aimed at increasing production capacities and diversifying the range of metals recycled. It could be said that a key force behind the Group's continued success has been its foresight behind every expansion.

Since long, it has been regularly adding new scrap recycling lines, and adding up new verticals. The Group is aiming to expand its existing capacity of producing 12000 tonnes of lead ingots per month. To achieve this, the firm is set to enhance the integrated technological innovations to

include high-end furnaces as well as processing equipment that would make the processes more efficient.

Presently, it is exploring and working on new projects such as producing copper cathodes through recycling, recycling copper from EV batteries, gold recycling, heavy mineral processing, and e-waste recycling.

Currently, the Group is venturing into a few recycling projects with the aim of both expansion and diversification. On the expansion side, the group is delving into recycling of copper from EV batteries and also manufacturing copper cathodes through the electrolytic recycling of copper scrap.

On the diversification side, the Group is entering to tin production, gold recycling and heavy mineral processing. The company is also involved in e-waste recycling projects. Some of these projects are being set up overseas to expand the presence of

WHAT JAINS BUY

01 LEAD ACID BATTERY

02 BATTERY PLATES

03 PROCESSOR | SMELTER REFINER

04 LEAD PASTE

05 TERMINALS

06 SOFT LEAD

07 LED STRIPS

08 BOAT KEELS

09 WHEEL WEIGHTS

10 RANGE LEAD

11 LEAD SHOTS

the Group globally.

According to the director, Jain Jr, the Group is also working on its next project of refining and recycling of precious metals. "Our precious metal refinery at UAE would be operational by May 2024. We are also working on an e-waste recycling plant. We are also pursuing another project of heavy mineral separation plant," he said without giving details.

The diversified and strategic approach to business of the Group is seen operationalized through the three companies, ensuring efficient and compliant processing of the metals.

By following zero landfill norms through comprehensive end-to-end recycling practices, it has also put into perfection a holistic approach to waste management.

In addition to its tech-led production capabilities, the Group given great importance to supply chain side of the business. It has deployed dedicated sourc-



After aluminium, copper, lead and plastics which is the commodity that the Group is setting its sights for expansion?

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You have a large supplier network with over 100 locations globally. In a such a context, how do you look at the emerging regulatory constraints?

Protectionist measures are posing challenges in sourcing the scrap. Such challenges can be overcome only by substitute sourcing from domestic sources. And this requires tremendous focus from the Government to promote purchase and recycling of domestic scrap by organised players and to eradicate the unethical low-cost unorganised sector.

As for CBAM and Carbon Tax mechanism are concerned, such measures have the potential to be a blessing in disguise for

the recycling industry. Such mechanisms give credit and liberties to the industries which produce through environment friendly recycling and export to such regions.

Local recyclers are finding domestic collection a challenge. Do you feel the same?

There are three concerns we do face in the local market. We find it difficult to buy materials locally because the suppliers want to sell their scrap by waving the GST. Such a practice causes makes players to explore scrap from other regions.

The Indian market is known for reuse rather than recycling. Reusing old vehicles reduces the supply scrap in market... Our government did implement the ELV policy, however the implementation is not being done right. This has resulted in reusing scrap instead if recycling. This doesn't lead to building the circular economy.

Recycling in an organised way help generate green metal and it protects the environment. India needs to develop a policy around it. We need focus on making centralised units across the nation to collect scrap.

“Our precious metal refinery at UAE would be operational by May 2024”

SANCHIT JAIN,
Director

ing teams in India and the USA, with a comprehensive supplier network spread across the globe in over 100 locations, to guarantee meeting the needs of the industry effectively and efficiently.

At Jain Metal Group, one could decipher a set of values that got validated over the years defining its every action. It is steadfast in its commitment to quality, innovation, sustainability, and ensuring customer satisfaction.

With a broad spectrum of input scrap, the Group is the largest processor of scrap in India and is producing more than 200,000 tonnes of world quality recycled products per annum. Presently, the Group is producing more than 150000 tonnes of lead ingots, the highest in India, most of which is exported.

“Adhering to the practices like having the highest degree of financial commitments and honest dealings with suppli-

ers have helped us buy large volumes of scrap from all the corners of the world,” he claimed.

Referring to the increasing competition in the market place, Mr Pareek is not worried, he said on a note of confidence: “In growing economy, we would always have new players getting into the foray and peers growing. However, our own strengths pave way for the consistent growth.”

