



Adding Value to Nature's Wealth

Devendra Kumar Ojha, at the helm of Global Coke Limited is a man in a hurry. Putting his successful career as a consultant behind him, he forayed into the volatile world of Coke Making, in what seems like, just the other day. The rest, like they say, is history. One success has followed the other and Global Coke is poised to keep its tryst with destiny, by transforming into one of the fastest growing entities in the domain.

The Kolkata head quartered Global Coke Limited a merchant producer of metallurgical coke has started production at its second unit in Sindhudurg, near the Maharashtra Goa Border. The first unit of the company is located in Jamnagar Gujarat.

This is an almost replica of the earlier success of the company, when it had acquired a sick unit in Gujarat and turned it around into a profitable, thriving unit in record time. The Goa unit too, was taken over in a moribund state and is already poised to break even. Both the units are currently witnessing expansion of capacities along with the setting up of facilities for the cogeneration of power from the waste heat of the coke making process.

"It is an offence to allow the waste heat to escape to the environment and I feel that all coke oven batteries should mandatorily be made to generate electricity by harnessing it" said Mr. D.K.Ojha, Managing Director and the wizard behind the spectacular growth of Global Coke.

The Sindhudurg unit will also accord an unique advantage to the company. As the acquisition of an environment clearance for a green field unit is virtually an impossibility, the unit will have natural entry barriers and will be in a position to supply raw materials to buyers in the immediate vicinity, thereby enjoying substantial cost benefits.

Explaining his unique acquire-turn around-expand route of growth, Mr. Ojha said, "the Nation faces an acute shortage of metallurgical coke, which is the primary raw material for steel making through the blast furnace route. It is also a fact that the size of operations is one of the critical factors for success in bulk, commodity businesses like these. While analyzing the reasons for failure of plants that dotted around the country, I noticed that the major cause was management failure, the integrity factor (or rather, the lack of it), and the absence of a minimum economic scale of operation. What I am essentially doing is just merging these three factors: growing aggressively, ensuring my supply security and instilling in my team the desire to win by the dint of sheer hard labour. The fact, that we are breathing life to discarded national treasures and creating wealth for the nation, are additional gains that make us happier."

Going forward, what are the plans of the company? Where does Mr. Ojha see Global Coke in the years to come? "It is a bit premature to talk of specific plans as it is against my nature to make tall claims. All I can say is that we will continue to build capacities to as to ensure

more and more production. With the demand supply situation as they are, I foresee a huge scope for the commodity in the days ahead. Considering our location and the quality of our product, I foresee no bottleneck on our supply side either. The next logical, natural step will be to secure supplies further by going in for strategic partnership with mine owners abroad and we are already negotiating with some prospective partners.

Once we have coke production in place and power flowing as a natural by product of the process, we will use the coke and power to make steel and ensure coking coal supplies as backward integration. The logical deadline is based on the fact that neither can we hurry nor can we relax. By 2015, I am confident, I will be able to reach the magic figure. I am sure when you write about us next, I will have a much rosier story to share with you and your readers."

But how will the company fund its ambitious plans? Does it have plans to tap the markets and follow the equity route of financing? "As of now, we are adequately funded by our bankers who are not only satisfied with our performance, but are also the co-creators of our achievements. Going forward we will certainly have a need for more funds and the equity route offers some genuine advantages for companies yearning for growth like us. I feel that it is a bit premature to talk about specific funding route and the amounts that will be sought to be raised at this point in time. We will certainly divulge the details at the opportune moment."

RAPID FIRE

- The watch I wear
ROMANSON
- My favourite car
BMW
- The book I'm currently reading
"Superfreakonomics" by Steven D. Levitt & Stephen J. Dubner.
- The last Book that I read
Cold Steel by Tim Bouquet and Byron Ousey.
- Something that has left a lasting impression on me
The ideologies of the Hindu epic, the Mahabharata
- My style of management
Transparency and Professionalism with strong commitment.
- My hobbies
Listening to classical music, swimming and playing badminton
- Music to my ears
would be the declaration of India GDP growth rate as above 10%
- I'm addicted to
Hard-work and Perseverance My work and my family
- The India of my dreams
A fearless, secure, self-sufficient, developed nation with a value rich society that is free from superstitious beliefs and caste system.
- If I could, I would change
the political map of the world by deleting all national boundaries and transforming the entire planet into a global unison of humanity with one religion of love and affection.