



ARS 550D



#1
CERTIFIED
TMT BARS

ARS is continuing its exciting journey to be the preferred brand of TMT bars in the market with renewed vigour and new initiatives. It has been a wonderful journey for over a decade for ARS Steel growing from strength to strength as a Premium brand maintaining the highest standards and constantly improving and upgrading the processes for creating the best product in the market. ARS is one of the few manufacturers in India to consistently produce 'D quality' for many years.

ARS 550D



ARS raises the Quality Bar

- 4-6% Savings Certified by SERC, a leading Central Government Research Institute.
- ARS has now commissioned a renowned International Testing Agency to certify the quality of every consignment of TMT Bars.
- BIS certified.

As ARS consolidates its premium position in the market, it also consolidates all its brands into a single core brand...



"Our commitment to product quality, service and our Authorized Dealers make ARS Steel TMT Bars the right choice for every building's core structure that is built to last a lifetime."

Ashwani Kumar Bhatia,
Founder and Managing Director, ARS Group

A comparison with the 5 top brands in the market

Features	ARS	A	B	C	D	E
550 D Grade	✓	✗	✗	✗	✗	✗
Certified 4 - 6% Savings (Rs.4000/tonne)*	✓	✗	✗	✗	✗	✗
International Certification for every consignment	✓	✗	✗	✗	✗	✗
Right MRP	✓	✗	✗	✗	✗	✗
D Quality Expertise for many Years	✓	✓	✓	✗	✓	✓
25% more Elongation than BIS standard	✓	✓	✓	✗	✓	✓
Tamper Proof Packing (Anti-theft)	✓	✗	✗	✓	✓	✗
On-time despatch of all sizes	✓	✗	✓	✓	✓	✓
Excellence Award from Ministry of Steel	✓	✓	✓	✗	✓	✗
BIS Certification	✓	✓	✓	✓	✓	✓
Rating based on the above	100%	46%	54%	31%	54%	23%

* Rs.2000/- savings in consumption of steel
Rs.2000/- saving due to right price when compared to other premium brands.



ARS 550D grades of ARS Steel were tested in our laboratory and found to be consistently exceeding BIS standards. - **Dr R. Nagendra**, Scientist



ARS Steel is 25% more ductile compared to most of the other brands and also offers the best protection for buildings against natural disasters. I would choose ARS Steel when I build my own house. - **Sarath Kumar E**, Civil Engineer



I saved around 55% in Steel consumption when I used ARS 550D which resulted in a good cost saving. - **P Arun Kumar**, PSK Engineering Construction, Builder

ARS 550D



I have more than 50 ARS Dealers and all of them are extremely satisfied with Price, Quality and Service. - **Murugesan, Suren Steel**, Distributor



I have been associated with ARS Steel for over 10 years and I have found the quality to be always superior. - **Arunachalam, Om Sree Serman**, Dealer



ARS Steels & Alloy International Pvt. Ltd.

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Authorised Dealer

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