

H&k Takes The Lead Again, Delivers Knock Out Punch



MUMBAI, India, 28th November - H&K Rolling Mill Engineers Pvt. Ltd., the exclusive provider of the German Thermex Quenching technology in the India Region, has entered the high-profile circuit of sports sponsorships signing on as Brand Ambassador, M. C. Marykom, the first women boxer to win the World Women's Boxing Championship three years in a row. The announcement was made by Raj Kumar Markan, Chairman and Managing Director, H&K India, at the company's headquarters in Mumbai. In a double whammy, H&K becomes the first corporate sponsor and also the first Iron & Steel Company to sponsor India's top female pugilist. The two-year sponsorship contract takes effect from 1st December, 2006. The brightly-coloured H&K and THERMEX logo will soon feature prominently on the hat-trick title holder's sports wear and gear.

H&K India, started in May 1985 with German collaboration, is now in its 22nd year of operations. It is

currently engaged in introducing globally acclaimed THERMEX QST steel reinforcement bars (rebars) in the country as against the CTD rebars used since the past 35 years even though usage of such rebars was stopped in developed countries 3 decades earlier. Today, the capacity of Thermex rebars produced by Thermex Licensees has crossed the 5.7 million T mark a phenomenal 50% market share. Markan, a leading personality in the field of Steel Reinforcement said: "Three-time world title holder Marykom is at the pinnacle of sport where success is determined by vision, grit, determination and hard work all of which resonate with H&K's own practices to stay at the top of our industry." He added: "In light of India's good showing at the recent Delhi-hosted World Boxing Championship event, women's boxing has received a major boost and we are delighted to launch our corporate sponsorship portfolio with Marykom as our Brand Ambassador at this opportune time."

India's boxing queen Marykom said: "This is a proud moment for me as it is indicative of my achievements going beyond the boxing ring and into the hi-tech corporate world. With support of a company like H&K, we are off to a good start." Earlier in the month, Marykom became the toast of the nation when she won her third straight world crown and helped India lift the team title, with four gold medals, at the fourth World Women's Boxing Championships. The diminutive pugilist who had won back-to-back World Championship titles in 2002 (Turkey) and 2005 (Moscow), clinched her third successive win in Delhi to become the first women boxer to win the world title three years in a row after the championships were introduced in United States in 2001. Marykom was given the Arjuna Award in 2003 and conferred Padma Shri title in 2005 by the Government of India.

