



AVON STEEL INDUSTRIES' SUCCESS: STREAMLINING CBAM COMPLIANCE WITH CLEANCARBON.AI



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Case Study

Client Overview

Avon Steel Industries Pvt. Ltd., part of the renowned Avon Group of Industries (established in 1952), is one of India's leading steel manufacturers. Headquartered in Ludhiana, Punjab, the company has a strong legacy of over seven decades and an annual turnover of approximately ₹1000 crores. Avon Steel produces a wide range of high-quality steel products, including Hot Rolled Coils, ERW Steel Tubes, Galvanized Iron (GI) Pipes, Hollow Section Pipes, and Cycle & Heavy Duty Rims.

With growing exports to the European Union, Avon Steel's products (particularly those under iron & steel categories) fall under the EU's Carbon Border Adjustment Mechanism (CBAM). When a 203-ton shipment of steel pipes and sections was held at EU customs due to missing CBAM documentation, Avon Steel partnered with CleanCarbon.ai to resolve the crisis and build a robust, long-term CBAM compliance system.

Business Challenges

- 1. Complex Emissions Data Collection:** Coordinating accurate Scope 1, 2, and 3 emissions data across a large production facility and multiple raw material suppliers, despite having strong internal records.
- 2. Supplier Engagement:** Many suppliers were unfamiliar with CBAM processes and hesitant to share detailed emissions data.
- 3. High Reporting Volume:** Diverse product portfolio and growing export volumes created significant quarterly reporting pressure.
- 4. Timely Compliance & Carbon Cost Visibility:** Ensuring on-time submissions to avoid penalties while gaining clear visibility on embedded carbon costs for competitive pricing in the EU market.

Solutions Provided by Cleancarbon.ai

CleanCarbon.ai delivered a comprehensive and tailored CBAM compliance solution for Avon Steel's large-scale steel manufacturing operations:

- **Rapid Emergency Response:** Quickly utilized existing production data to generate and validate a compliant CBAM report, enabling fast release of the 203-ton shipment.
- **Supplier Onboarding Program:** Conducted targeted CBAM tool demonstrations and workshops to educate suppliers and build trust for consistent Scope 1, 2, and 3 emissions data sharing.
- **User-Friendly Data Platform:** Provided secure, intuitive tools (web portal + simplified templates) integrated with Avon Steel's systems for efficient data collection.
- **Automated Reporting Engine:** Implemented ERP-integrated automation to produce accurate EU-compliant XML and Excel reports, significantly reducing manual effort.
- **Real-Time Emissions Dashboards:** Delivered live visibility into carbon emissions and costs across different product lines and production batches.
- **Audit-Ready Support:** Offered expert guidance for EU audits along with validated reports and GDPR-compliant data handling.



Result

CleanCarbon.ai delivered strong and measurable improvements for Avon Steel. The 203-ton shipment, which was stuck at EU customs, was released within a few days, avoiding substantial demurrage costs and maintaining strong customer relationships. Supplier emissions data submission rates improved significantly through practical training and easy-to-use tools. Quarterly CBAM reporting effort was reduced dramatically, freeing up internal resources for production and business growth. Late submissions were completely eliminated, and over-declaration of embedded emissions was minimized, resulting in more accurate carbon cost management. The company achieved full audit readiness with validated, GDPR-compliant reports. Overall, CBAM compliance transformed from a major operational risk into a well-controlled, automated process that supports Avon Steel's expanding global footprint.



Conclusion

By partnering with CleanCarbon.ai, Avon Steel Industries Pvt. Ltd. successfully resolved a critical CBAM shipment delay and established a robust, automated compliance framework. This collaboration has delivered cost savings, regulatory confidence, improved carbon visibility, and stronger positioning in the European Union market. CleanCarbon.ai continues to support Avon Steel with quarterly reporting, regulatory updates, and system optimization as their exports grow. For steel manufacturers and exporters looking for reliable CBAM solutions, CleanCarbon.ai offers a proven and efficient path forward.



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