



Steelium **Voice**

Issue 22; July'10-September'10

Inside

Customer Profile:

Anand Tools & Equipment
Kentex Group of Companies

Milestone Celebration

New Steelium Zones

Links Events:

Meets, Awards & Plant Visits

Back to Basics

Surakasha Tit-Bits

Valrack Modular System, Taloja

M/s SKM Steels Pvt. Ltd. conducted Vijeta Awards ceremony at M/s Valrack Modular System on 25th September'10. The winners Mr. Rajendra Jaiswal, Mr. Kiran Narene and Mr. Manoj Gupta were awarded on this occasion.



Radlay Metal Products Pvt. Ltd., Delhi

M/s G. R. Gupta & Bros. conducted Vijeta Awards ceremony at M/s Radlay Metal Products Pvt. Ltd. on 22nd September'10. Mr. Hemant S. Patil (Head Sales - Retail, Tata Steel) awarded the winners Mr. Arvind Kumar, Mr. Rajinder Kumar and Mr. Sudhir Singh.



Amba Auto Industries Pvt. Ltd., Noida

M/s R. S. Steel conducted Vijeta Awards ceremony at the premises of M/s Amba Auto Industries Pvt. Ltd. on 3rd September'10. Mr. Hemant Patil (Head Sales - Retail, Tata Steel) awarded the winner Mr. Narendra Goswami in the presence of other company officials and shop floor employees.



Western Consolidated Pvt. Ltd., Daman

M/s Naresh Steel Industries Pvt. Ltd. organised Vijeta Awards ceremony at M/s Western Consolidated Pvt. Ltd. on 17th September'10. The winners Mr. Haresh Kailas Shelar, Mr. Sunil Kumar and Mr. Ritesh Chaudhari were awarded in the presence of Mr. Anurag Pandey (Head Sales - Retail, Tata Steel) and other shop floor employees.



Bhaskar Power Projects Pvt. Ltd., Daman

M/s Naresh Steel Industries Pvt. Ltd. organised Vijeta Awards ceremony at M/s Bhaskar Power Projects Pvt. Ltd. on 17th September'10. Mr. Anurag Pandey (Head Sales - Retail, Tata Steel) felicitated the winners Mr. Pramod Panda, Mr. Vitthal Mahajan and Mr. Ramu Thakur in the presence of other company officials and shop floor employees.



Vijay Fabricon, Silvassa

Recently, M/s SKM Steels Pvt. Ltd. conducted Vijeta Awards ceremony at the premises of M/s Vijay Fabricon. The gold winners were Mr. Santosh Singh, Mr. Anil Kushvaha and Mr. Shiva K Nayar. The silver winners were Mr. Abhilash, Mr. Mehul and Mr. Ansari.



Unipower Transformers Pvt. Ltd., Kottayam

M/s Kumenchery Steels held Vijeta Awards ceremony in the premises of M/s Unipower Transformers Pvt. Ltd. at Kottayam, on 25th September'10. The winners Mr. Sali, Mr. Rajesh and Mr. Abhilash were awarded on the occasion. Mr. Vijay K. Dara (Head Sales – Retail, Tata Steel), Ms. Renu Priya Sagar (Channel Manager, Tata Steel) and Mr. Anirban Ghosh (Marketing Co-ordinator, Tata Steel) were present along with Mr. K. K. Mahin (Managing Partner, Kummenchery Steels).



Ajay Meru Metals Pvt. Ltd., Noida

M/s R. S. Steel conducted Vijeta Awards ceremony at the premises of M/s Ajay Meru Metals Pvt. Ltd. on 3rd September'10. Mr. Hemant Patil (Head Sales – Retail, Tata Steel) felicitated the winners Mr. Pushpendar and Mr. Jafrudin Khan and distributed consolation prizes to the shop floor employees.



Tricolite Electrical Industries, Delhi

M/s G. R. Gupta & Bros. conducted Vijeta Awards ceremony at the premises of M/s Tricolite Electrical Industries on 22nd September'10. Mr. Hemant S. Patil (Head Sales – Retail, Tata Steel) felicitated the winners Mr. Vijay Shankar Sharma, Mr. Vinod Kumar and Mr. Veer Bahadur Sharma. Mr. Brijesh Kumar Sharma (Tricolite), Mr. Yogesh Khandelwal and Mr. Abhinav Rustagi were also present on the occasion.



Kaizen Metal Forming Pvt. Ltd., Noida

M/s R. S. Steel organised Vijeta Awards ceremony at the premises of M/s Kaizen Metal Forming Pvt. Ltd. on 10th September'10. Mr. Hemant Patil (Head Sales - Retail, Tata Steel) felicitated the winners Mr. Mritunjan Kumar and Mr. Shailesh Kumar. The ceremony took place amongst the other shop floor employees and company officials.



Kirti Pressings Ltd., Aurangabad

M/s Tata Steel Processing & Distribution Ltd. conducted Vijeta Awards ceremony at M/s Kirti Pressings Ltd. on 15th November'10. The winners Mr. Rangnath Shinde and Mr. Sakham Adhane were awarded the Steelium trophy, certificate and gift voucher in the presence of the company officials and shop floor employees.



Bansal Brothers

M/s Bansal Brothers organised a plant visit from 16th – 18th August'10 for its Key Account Customers of Delhi & NCR region. More than fifteen customers participated in the visit. The objective of the initiative was to facilitate direct interaction between customers and technical experts of Tata Steel at CRM. The customers were informed about the various CSR activities of Tata Steel and educated on the history of Tata Steel at the Centre for Excellence.



R. S. Steel

M/s R. S. Steel organised a plant visit to Jamshedpur from 27th – 29th September'10 for their customers. They visited the JRD Sports Complex and witnessed the names on the Role of Honour. A cricket match was held between Tata Steel Executives and their customers at the Tube Makers Club followed by an evening of celebration.



Sri Ramajayem, Salem

Steelium Zone was inaugurated on 23rd September'10 at Salem by Sri Balaji Steel Traders in the name of M/s Sri Ramajayem. Mr. V. Ravichandran (CSM South, Tata Steel) was present on the occasion along with other officials and shop floor employees.



Sai Steels, Guwahati

Steelium Zone was inaugurated on 25th October'10 by M/s Sagar Steels in the name of M/s Sai Steels. Mr. Sambit K Joshi (Head Sales – Retail & OE, Tata Steel) and Mr. Hemant Agarwal (Partner, Sagar Steels) was present on the occasion along with the dealer Mr. Sandip (M/s Sai Steels).



Inauguration of GRG Steels Pvt. Ltd. - A service centre by G. R. Gupta & Brothers

M/s G R Gupta & Brothers is one of the largest distributors for Steelium in northern India with three service locations viz. Delhi, Faridabad & Ghaziabad. They cater to high quality and service conscious customers, comprising of SME's from panel, auto and furniture segments. The service centre need and ideation was conceptualized in 2005 – 2006, keeping in mind the increasing demand for high quality CTS material.

The service center is established at Ghaziabad, Uttar Pradesh. It comprises of a cut-to-length (CTL) facility with a recent addition of slitter. The CTL has a processing range of 0.5 mm to 2.5 mm thickness CR coil with 500 mm to 1600 mm width. It has an operating speed of 15 strokes per minute and can take a maximum cut at 3000 mm of a coil. It has a 6 hi leveler. The slitter has a processing capacity of 0.3 mm to 3 mm thickness CR coil with maximum 1600 mm width. With a maximum speed of 50 MPM it can take 20 cuts of 1.5 mm and 10 cuts of 3 mm thickness coil.

The service center was inaugurated on 8th June '10 by Mr. T. V. Narendran, Vice President, Safety & Flat Products, Tata Steel. Mr. Prabhat Kumar (CSM – North, Flat Products, Tata Steel) along with other colleagues of Tata Steel and channel partners was also present on the occasion. The function started with the distribution of safety equipment (PPE's) to Mr. Rajiv Gupta and Mr. Sanjay Gupta of M/s G. R. Gupta & Bros., and their shop floor colleagues. Mr. T. V. Narendran reaffirmed the need to observe safety before the start of operations. Mr. Narendran further appreciated the "Rain Water Harvesting Plant" installed at the site. The event ended with high tea.



Inauguration ceremony



Service Centre being inaugurated



Facility overview



Rain Water Harvesting Plant inaugurated



Welcoming Mr T. V. Narendran



Industrial Safety Tips

Industrial safety regulations are designated to reduce the risks of industrial injuries and harm to employees in whatever their workplace situation or occupation is. However, industrial safety can be maintained through these general tips that could encompass different occupations:

Always be careful when handling industrial supplies

Invest some time in undergoing the proper training to get to know how to handle the equipment, and have someone supervise the handling methods at an initial stage.



Respect regulated barriers

Some locations may require one to take special measures, such as gearing up with safety suits to avoid toxic and radioactive substances or infectious diseases, so one should stick to their respective locations and avoid going to places where it is not required.



Have your equipment consistently monitored and inspected

All equipment should be regularly checked for safety and efficiency. Any damage can lead to injury or even death.



Take time to read safety posters

Safety posters put up around the workplace are there for a reason. Hence one should take some time to read them to lower the risk of injuries or accidents.



Attend safety programs and trainings

Some employees may brush off safety programs and trainings as a waste of time; however, they serve to update one on current job safety regulations that one may not be aware of.



Indore

SKM Steels Ltd.(CRCA Division)organised a fabricators meet on 17th September'10, with more than 30 customers. Mr. Rohitaswa Chakrabarti (Head Sales – Retail, Tata Steel) made a presentation on the benefits of Steelium products in the furniture segment. This was followed by a presentation by Mr. Darpan Shah (Application Engineer, Tata Steel) and an interactive session with customers.



Coimbatore

Sri Balaji Steel Traders conducted an OEM customer meet on 24th September'10, attended by 35 guests representing 14 customers of Balaji Steels and 3 from Select Galva. Mr. Ankur Kumar (Head Products Application Group, Tata Steel) made a short presentation on TDC, defects in CR, reasons and the remedies, along with a note on HRPO, followed by a brief on the USPs of Galvano by Mr. Vijaya Dara (Head Sales – Retail, Tata Steel).



Chennai

Govindaraja Mudaliar Sons organised an OEM Customer Meet on 18th September'10. 44 customers were present. Mr. V. Ravichandran (CSM - South, Tata Steel) spoke about the future plans, economic and market scenario, demand and supply. This was followed by a presentation by Mr. Ankur Kumar (Head Products Application Group, Tata Steel) on steel making and defects of CR, reasons and solutions. Further, Mr. Vijaya Dara (Head Sales – Retail, Tata Steel) spoke on the benefits of Galvano.



Coimbatore

Sri Balaji Steel Traders organised a meet to felicitate 3 Steelium Zone retailers and 2 Non - Steelium Zone retailers for their outstanding performance. More than 25 people attended the meet, including the retailers and their families. Mr. V. Ravichandran (CSM-South, Tata Steel) felicitated the winners by giving away laptops.

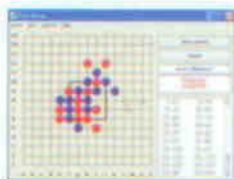


Chennai

Thirupathy Steels organised a customer meet at The Marina Towers. More than 40 companies had participated. Mr. Ankur Kumar (Head Products Application Group, Tata Steel) made a presentation on steel making and the defects and remedies of CR. Mr. Vijaya Dara (Head Sales – Retail, Tata Steel) gave a presentation on the USPs of Galvano and Mr. V. Ravichandran (CSM-South, Tata Steel) spoke on market, future plans, demand and supply.



TQM Concept : Tree Diagram

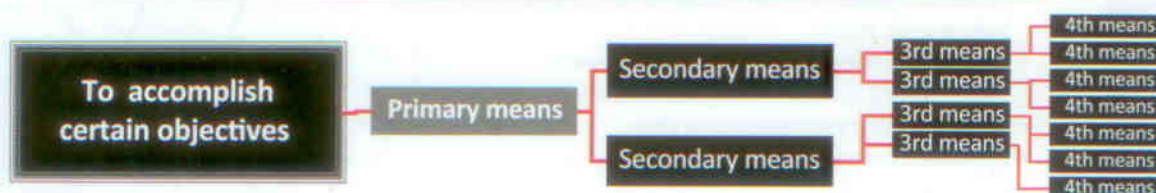


Logical Process



Creative Process

Tree Diagram is used to search systematically for the best way to achieve objectives. It is widely used in Tata Steel in Policy Means Formulation & Organization Structure Depiction.



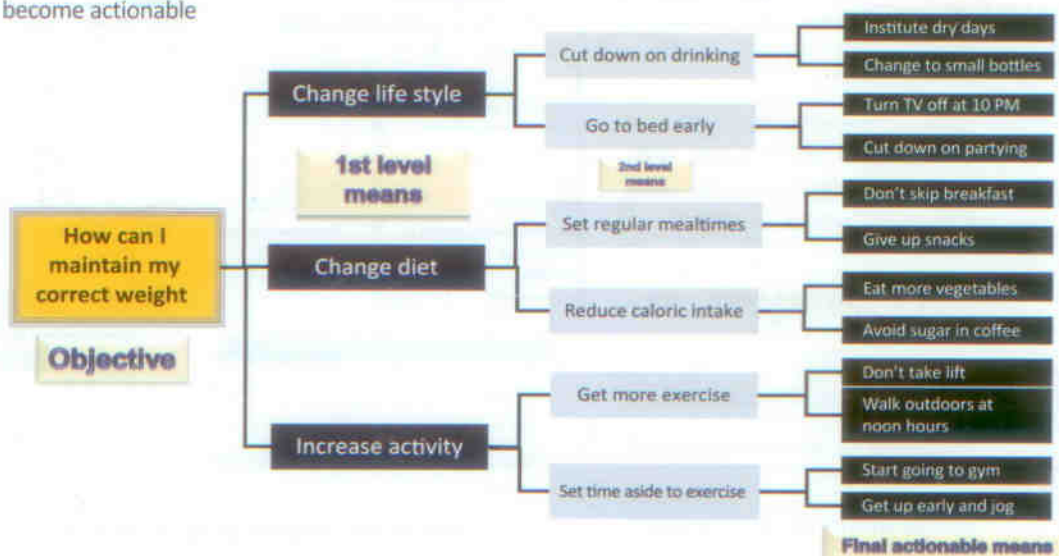
Purpose:

- A technique for mapping out full range of paths and tasks that need to be done in order to achieve a primary goal and related sub-goals
- Useful where linear logic is to be used for eg. making family tree, organization structure etc

Tree diagram takes key issues of affinity diagram and relations diagram and helps to break them down in to lowest practical level of details possible.

Construction:

- Set basic objective
- Think of first level means of achieving objective (primary means)
- Take each primary mean, write objective for achieving it (secondary means)
- Continue to expand to the level, maintaining the relationship between objectives and means, till the means become actionable



TQM Concept : Arrow Diagram

It is a network technique using nodes for events and arrows for activities for project planning, scheduling and monitoring. It is specially useful, when we want to plan the activities of a known but a complex task or project.

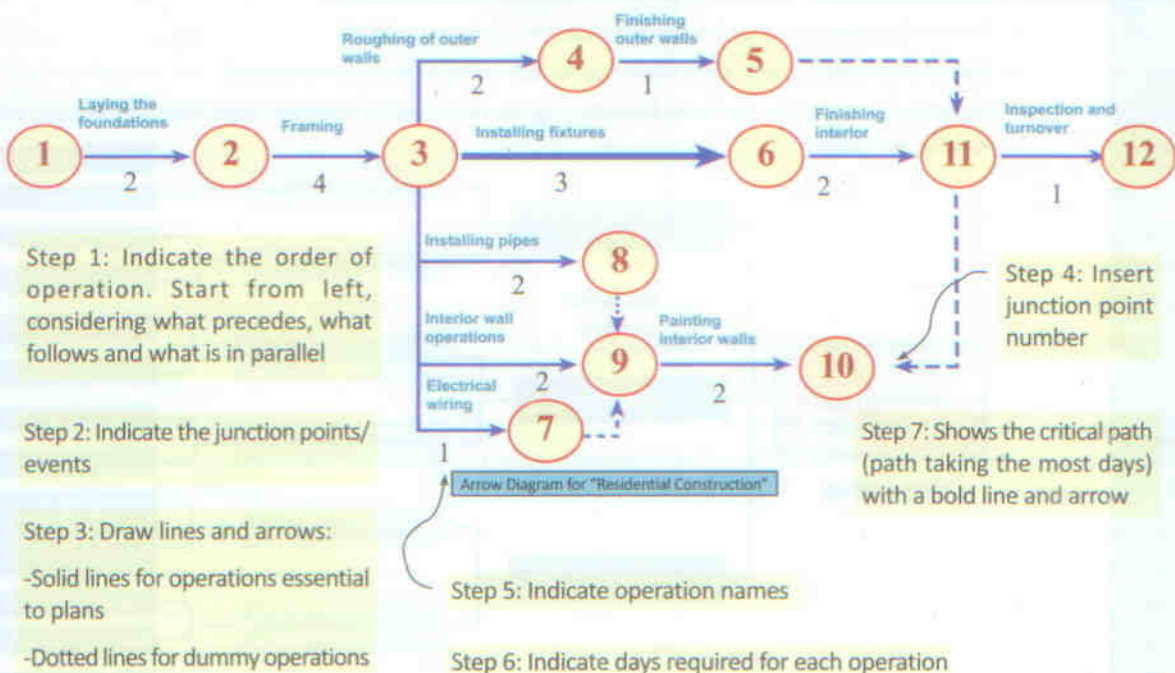
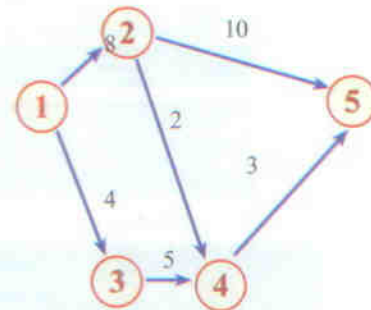
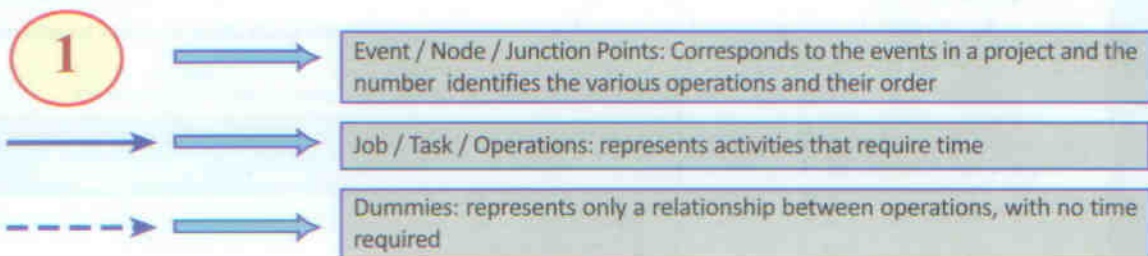
Purpose:

- Shows relationships among tasks needed to implement a plan
- Network technique using nodes for events and arrows for activities
- Used in PERT (Program Evaluation and Review Technique) and CPM (Critical Path Method)

Advantages:

- Allows overall task to be viewed and potential snags to be identified before work starts
- Leads to discovery of possible improvements
- Makes it easy to monitor progress of work
- Deals promptly with changes to plan
- Improves communication among team

Construction:



KENTEX

Kentex Group of Companies

The Kentex Group of Companies, established in the year 1983, has been one of the leading names in offering world class fabrication and meeting electrical assembly needs. A perfect blend of hi-tech infrastructure, professional management and skilled work force has enabled them to bring quality and innovation in the components and products supplied to customers. The group has four companies located at Tatabad, Ramanathapuram, Narasimhanaickenpalayam and Idigarai areas of Coimbatore.

Kentex Control Systems

Kentex Control Systems manufacture and supply customized control panels and cable kits to OEM's and clients belonging to various industries like textiles machine manufacturers, machine tools and industrial automation units.

Kentex Engineering Works Unit I

Kentex Engineering Works Unit I is a precision sheet metal company with ISO 9001:2000 certification from TUV India. They specialize in manufacturing CNC punched components, profiles, hi-tech quality sheet metal assemblies, machine cabinets and control panels, quality control being a priority. They specialize in areas like textile machinery parts, printing covers, machine tool assemblies and cabinets, control panels, electronic enclosures, powder coating booths, ovens and precision punched components.

Kentex Engineering Works Unit II

Kentex Engineering Works Unit II, ISO 9001:2000 certified, is an additional manufacturing unit that offers excellent services in the manufacturing of CNC - punched components, profiles, hi-tech quality sheet metal assemblies, machine cabinets and control panels to meet the growing needs of varied industries. They also offer excellent services that include manufacturing and engineering problem solutions, drafting and job documentation.

Kentex Powder Coating

They have their own Powder Coating unit to provide quick, reliable turn around on all types of materials such as steel, aluminum, stainless steel, and wrought iron.

Kentex Group of companies has been associated with Tata Steelium's authorised distributor M/s Govindraja Mudaliar and Sons Ltd. since 2002. They are also associated with M/s Meenakshi Steels (dealer of Tata Steelium's authorized distributor Thirupathy Steels). Mr Vaishnav Jeyachandran, Managing Director, has played a pivotal role in supporting the Vijeta Awards and Customer Meets in the past years.



State-of-the-art technology



Manufacturing Unit

ANAND TOOLS & EQUIPMENTS

Anand Tools & Equipments, Ghandhre

Established in 1980 at Ghandhre, 30 kms away from Thane, ISO 9001:2000 certified, Anand Tools & Equipments has been a well known manufacturer of sheet metal components and assembling parts for electronic industry. Their product portfolio comprises of switch-board panels, computer components, paper copiers, high speed computer printers, petrol pumps, currency counting machines, ATM machines, cabinets and chassis, guards and racks, electronic enclosures, brackets, control boxes, custom frames/shelving, weldments etc.

Spread over an area of 15,000 sq. ft, the company has a factory equipped with state-of-the-art technology and machinery. They have an employee strength of 60, each being highly qualified in their own fields of production. They have a fabrication output of 150 tonnes and are continuously striving to achieve a growth rate of 40% annually.

They use the best quality stainless steel, aluminum and special galvanized sheet material for their fabrications, which includes Tata Steelium as they believe that there should be no compromise with quality.

They have been associated with SKM Steels Ltd, an authorized distributor of Tata Steelium since 1999. Mr. Sunil Soparkar, Managing Director (Anand Tools & Equipments) has played a pivotal role in supporting the knowledge sharing sessions, Vijeta Awards and customer plant visits in the past few years. They have actively participated in OE Meets, Parivaar Meets, ACE Award Programmes and CRCE Plant Visits. They truly believe that the association with Tata Steel has been extremely fulfilling as the quality and uniformity of the products, efficient customer service and quick supply chain has enabled them to decrease their overall costs and achieve their targets successfully.



Manufacturing Unit



Components offered by Anand Tools & Equipments

SKM Steel Limited An innovative branding initiative

SKM Steel Limited (CRCA Division - Mumbai) in association with A. S. Roadways initiated the branding of Tata Steelium on trucks. These trucks will henceforth be used for delivering Tata Steelium products to local customers, specifically KAC's in close-by regions such as Thane, Rabale, Vasai and Khopoli. The trucks were inaugurated on 19th August, '10 by Mr. Anurag Pandey (Head Sales - Retail, Tata Steel) and Mr. Darpan Shah (Tata Steel).



Dear Customer,

Tata Steelium has always been committed to creating close relationships with its customers. Our LINKS programme continues to be the flagship initiative in this regard, creating various opportunities for Learning, Interaction, Networking and Knowledge-sharing.

Steelium Voice is also another initiative that has become an important platform for sharing with each other various updates and information that is of relevance to all those who are connected to the brand. We appreciate the positive feedback that we have received and urge you to send us your feedback and suggestions so that we can improve this newsletter further.

In this issue, we present before you updates on the LINK activities undertaken during the previous quarter, including the Vijeta Awards, Plant Visits and the Fabricators & Customers Meets. The success of our customers provides us with the motivation to continuously improve our product and service offerings. In our Champion Customer section, we celebrate the achievements of two of our key customers, M/s Kentex Group of Companies, Coimbatore and M/s Anand Tools & Equipments, Ghandhre.

Our distributor, M/s G.R. Gupta & Brothers, Delhi has set up a new Service Centre - GRG Steels Pvt Ltd. We congratulate them on achieving this significant milestone. We are sure that this will not only give a competitive edge but also benefit their customers by way of improved products.

In our Knowledge-sharing section, 'Back to Basics', we present Arrow and Tree diagrams, and some fundamental TQM concepts used in routine analysis.

In the 'Suraksha' section, we focus on some general industrial safety tips. We have also developed some posters and other communication on safety, and if you wish to receive some copies of the same, do get in touch with us.

We thank you for your trust and support for Tata Steelium & Galvano, and wish you the very best.

Regards,

P. Anand

P. Anand
Head of Marketing
Branded Products-Tata Steelium & Galvano
Flat Products, Tata Steel