

# Steelium Voice

Issue 24; April - June 11

**Customer Meet**

**ACE Plus Exhibitions**

**Steelovation**

**Customer Meet Exhibitions**

**ACE Plus Vijeta Awards**

**Steelovation**

**Customer Meet**

**Exhibitions**

**Steelovation**

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**Exhibitions**

**Steelovation**

**Spread the green. Save the planet.**



**Vijeta Awards**

**Exhibitions**

**Steelium Zones**

**ACE Plus**



Greenfection is a conscious resolve on behalf of Tata Steel, to impact the environment in a positive way. Tata Steel believes that mere action by a group of people or organisations will not be enough to bring back the environment from the brink of irreversible damage. It needs to be spread exponentially, to create a greener & happier future.

Please fill in the pledge card below and join the Greenfection Campaign and win exciting prizes:



I \_\_\_\_\_, would like to do my share in protecting the environment from further damage. It is my pleasure to be associated with the Greenfection initiative and I pledge to be more environment-friendly, as also spread the message of Greenfection to others.

Please tick at least 3 of the options below to demonstrate your commitment towards the Greenfection initiative:

- |  |   |
|--|---|
| <input type="checkbox"/> Save unnecessary power consumption                          | <input type="checkbox"/> Print smarter - go paperless |
| <input type="checkbox"/> Reuse and recycle   | <input type="checkbox"/> Use AC sparingly             |
| <input type="checkbox"/> Use rechargeable batteries                                  | <input type="checkbox"/> Switch to CFL usage          |
| <input type="checkbox"/> Cook on low flame   | <input type="checkbox"/> Watch LCD in powersaver mode |
| <input type="checkbox"/> Shorten bath time by 1 minute and save 150 gallons of water | <input type="checkbox"/> Maximize public transport    |
| <input type="checkbox"/> Do not keep water running while shaving                     | <input type="checkbox"/> Use carpool to commute       |
| <input type="checkbox"/> Reduce e-waste  | <input type="checkbox"/> Plant a sapling              |
|  | <input type="checkbox"/> Spread Greenfection          |

Name: ..... Date of Birth: .....

Address: .....

Phone/Mobile No. .... Email: .....

Send your pledge card to the address given below:

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The ACE Plus Service Centre Certification programme has been designed to improve and enhance the capability of our distributors' Service Centres across the country. In March, '11, the final assessment of 23 Service Centres was completed. ACE Plus is a step forward from the previous ACE programme and it ensures an even better and uniform quality of products and services offered to customers.



SKM Navi Mumbai - Painted Shop Floor

The assessment and certification process for Service Centres lays down various parameters and guidelines for assessment. Parameters used for evaluation include infrastructural requirements, equipment, quality, systems and processes, people and branding.

To arrive at the final guidelines and scoring criteria, a cross-functional team comprising of representatives from Flat Product Technology Group, Marketing & Sales and a third party independent audit team, carried out the assessment. The certification is valid for a period of one year.



Bhagwati - Painted walkways



Rohit & Co - Service centre entry passage

The criteria has been laid out in detail in the ACE Plus manual and has been incorporated in all the Service Centres. The ACE Plus preliminary audit was conducted at 23 Service Centres across India during the last quarter of 2010.

Prior to the audit, all Service Centres were given adequate time and were extended all the support to upgrade their facilities, to match the enhanced mandatory and scoring criteria of ACE Plus. Sessions were conducted to detail out the requirements and expectations from the upgradation exercise.

Under the preliminary audit of the 23 Service Centres, 2 qualified for ACE Plus level 3, 8 qualified for ACE Plus level 2 and 11 for ACE Plus level 1.

The final ACE Plus audits began in Feb, '11. Based on the preliminary audit scores, the Service Centres were given an improvement plan from the auditory agency. The best practices were shared with all the service centres to raise the bar of customer service. After the evaluation process, 9 service centres were certified under the category of Level 1 certification: Adequate; Level 2 certification: Competent; Level 3 certification: Excellent.

The ACE Plus programme has proved to be effective and has led to a considerable improvement in the quality of the Service Centres and upgradation of work processes.



Bhagwati - Service Centre Main Gate



TSPDL Pune Service Center Signage

# VIJETA AWARDS

## Amit Iron Pvt. Ltd.

Four Vijeta Awards Ceremonies were organised by M/s Amit Iron Pvt. Ltd. for their customers at Kolkata. The first Vijeta Awards Ceremony was organised for M/s PCE Projects Pvt. Ltd. on 22nd Mar, '11. M/s Amit Iron Pvt. Ltd. organised another Vijeta Awards Ceremony for its customer M/s Fabricon on the same day. The other two Vijeta Awards Ceremonies were organised for M/s Hindustan Control Pvt. Ltd and M/s Janki Engineering & Trading Co. on 24th Mar, '11 by the Channel Partner.



M/s Hindustan Control Pvt. Ltd.



M/s PCE Projects Pvt. Ltd.



M/s Fabricon



M/s Janki Engineering & Trading Co.

# STEELIUM ZONE

## Hosur

Sri Balaji Steels opened a new stock point at Hosur on 14th Mar, '11. The initiative was taken to extend the reach of Steelium products in the Hosur market. Mr. V. Ravichandran, Mr. C. Shivakumar, CEO of Prabha Engineers, and Mr. P. S. S. Sridhar of Sri Balaji Steel Traders were present during the inauguration of the Steelium Zone.



## Assam

Jagadamba Hardware set up a Steelium Zone at North Lakhimpur in the North East on 28th Feb, '11. Another Steelium Zone was launched at Mariani by Ravi Steel on 25th Mar, '11.



# Vijeta Awards

## VIJETA AWARDS

**TATA**  
**Steelium**  
CR Sheets and Coils  
Helps shape your dreams

### Kummenchery Steels

M/s Kummenchery Steels organised a Vijeta Awards Ceremony for employees of M/s Machanikkal Enterprises on 28th Jan, '11 at the customer factory premises of Ernakulam.



Mr. K. K. Mahin, Managing Partner and Mr. Sujesh, Sales Executive of Kummenchery Steels were present along with Mr. V. Ravichandran, Chief Sales Manager - South, Tata Steel and Mr. Vijay Dara, Head Sales - South, Tata Steel. The winners were Mr. Deep Kumar, Machine Operator (Gold), Mr. Muraleedharan, Fabricator (Silver) and Mr. Sudheer, Fabricator (Bronze).

### Thirupathy Steels

M/s Thirupathy Steels organised a Vijeta Awards Ceremony for the employees of M/s Stera Engineering (India) Pvt. Ltd., tier-vendor to Nokia and M/s GA Industries, an automotive component manufacturer, on 10th Jan, '11, at Chennai. Mr. V. Ravichandran and Mr. Vijay Dara were present at the ceremony. The winners from M/s Stera Engineering (India) Pvt. Ltd. were Mr. D. Sarvanan (Gold), Ms. T. Karthika (Silver) and Ms. E. Vasanthi (Bronze). The winners from M/s GA Industries were Ms. L. Sen Bridget (Gold), Mr. T. Arumugam (Silver) and Mr. K. Suresh (Bronze).



M/s Thirupathy Steels conducted another Vijeta Awards Ceremony for its customer M/s Gopal Metal Containers (P) Ltd., drum manufacturer, on 25th Feb, '11 at Chennai.

The ceremony was held on the shop floor and saw a gathering of 50 employees of the company. This event was held in the presence of Mr. V. Ravichandran and Mr. Vijay Dara.

The winners were Mr. P. Jothi (Gold), Mr. K. P. Illayaraja (Silver) and Mr. Selvaraj (Bronze).



### Sagar Steels

M/s Sagar Steels organised a Vijeta Awards Ceremony on 2nd Mar, '11 for their Key Account Customer, M/s Vivekjioti Steel Furniture at Assam.

Mr. Anand Shankar De, Marketing Co-ordinator, Tata Steel Ltd., Mr. Apurba Mahanta, ASO, Sagar Steels and Mr. Ajit Sharma, owner of Vivekjioti Steel Furniture were present at the ceremony along with 15 workers. The winners were Md. Sahidul Ali and Md. Dilbar Ali.



**Steelium**  
**voice**

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# EXHIBITIONS

## Auto Component Manufacturers' Association Meet

M/s Sangeeta Steel Corporation participated in the Auto Component Manufacturers' Association Buyer-Seller Meet at Ludhiana from 18th-19th Feb, '11. 36 small and medium scale enterprises showcased their products at the meet.



## EngeeTech Exhibition

Steelium and Galvano Channel Partners of Tamil Nadu participated in an EngeeTech Exhibition (an expo on engineering, industrial products and machinery) at Chennai from 10-13th Feb, '11. The exhibition saw about 150 people visiting the stall during those four days.



## ACREX

Tata Steel along with M/s Tata Steel Processing & Distribution Ltd. participated in an exhibition from 24-26th Feb, '11.

The event took place at Pragati Maidan in New Delhi. The programme was organised by ACREX, where a stall showcasing Galvano products was set up.

The exhibition was a success, helping in the dissemination of product knowledge among visitors who came to visit the stall.



## Bike Expo-2011

M/s Punjab Agro put up a Steelium stall at the 'Bike Expo-2011', at Ludhiana from 27th-29th Mar, '11, where 60 exhibitors participated. Mr. Sanjay Behera, Head, OE Sales, Mr. V. R. Swaminathan, Senior Manager, Sales (Retail) and Mr. Deepak Sharma, Marketing Coordinator represented Tata Steel and visited the stall.



## Kaizen Competition

M/s Sangeeta Steel Corporation, along with the Chamber of Industrial and Commercial Undertaking, organised the 2nd Kaizen Competition-cum-Knowledge Sharing Session at Ludhiana on 12th Mar, '11. 23 teams comprising of various leading organisations from in and around Ludhiana participated in the session, which had a total of 200 participants.



# Customer Meets

## CUSTOMER MEETS

**TATA**  
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### Andhra Pradesh

M/s Vijay Sheets & Strips Pvt. Ltd. organised a Retailers' Meet on 25th Sept, '11 which was attended by retailers from Hyderabad, Secunderabad, Vijayawada and coastal regions of Andhra Pradesh.

Mr. Satyajit Sen, Senior Manager, Sales - OE & Retail, Tata Steel-Secunderabad was present along with Mr. Vijay Aggarwal of M/s Vijay Sheets & Strips Pvt. Ltd.



### Assam

M/s Sagar Steels organised three Fabricators' Meets at Assam. In addition, Tata Steelium was promoted through a wall painting initiative covering a space of 26633 sq feet. The first meet was at Nalbari on 11th Mar, '11, which was attended by 15 fabricators; the second meet was at Bilasipara on 17th Mar, '11, which was attended by 25 fabricators; the third one was held at Gauripur on 18th Mar, '11, which was attended by 30 fabricators.



## SURAKSHA MEETS

*Tata Steelium has consistently undertaken numerous initiatives to create greater awareness about safety through its Suraksha programme. As a part of the programme, various Suraksha initiatives have been undertaken in the recent months, including two Steelium Suraksha Safety Awareness Workshop organised by our distributors at Ludhiana and Kolkata.*

### Ludhiana

The Suraksha Meet was organised by Tata Steelium, jointly sponsored by M/s Sangeeta Steel Corporation and M/s Punjab Agro Implement Works, on 11th Jan, '11 at Ludhiana.

The idea was to educate the plant personnel and the shop-floor supervisors of these OEs about safety. The focus was also on the top management to make safety one of their key responsibilities.

### Kolkata

M/s Amit Iron Pvt. Ltd. conducted a Suraksha Meet at Tata Steel Sales Office, Kolkata, on 28th Mar, '11. Mr. Manoranjan Prasad, Tata Steel, Jamshedpur, was present to give his valuable inputs regarding safety. Around 25 customers attended the meet.

The event was conducted by Mr. Manoranjan Prasad, Head (Works Safety), and Mr. Rajiv Seth (Safety Task Force) on behalf of the Safety Team of Tata Steel. The objective of the Suraksha Meet was to share knowledge and understand the importance of safety in day-to-day life, especially those related to shop-floor.



# Champion Customer

## CHAMPION CUSTOMER

### Kirloskar Oil Engines Limited

Kirloskar Oil Engines, belongs to an engineering conglomerate - Kirloskar Group, which started its operations more than a century ago in 1888. Today, the Kirloskar Group has a turnover of US\$ 1.2 billion, of which, the share of the engine and generator related



business is about US\$ 417 million. The Group designs and manufactures prime movers, as well as end products, for a cross section of industries like agriculture, power, telecom, construction, material handling, mining, earthmoving, fluid handling, oil & gas, transport and environment protection, along with providing a range of turnkey services.

The company is known for its engineering prowess, product reliability, business trust and customer orientation. Kirloskar Oil Engines Ltd [KOEL] is the flagship company of the Kirloskar Group. KOEL was incorporated in 1946 and is one of the leading manufacturers of diesel engines in India and the world's leading diesel generator manufacturer in the range of 15 to 250 KVA. With over 2 million engines and their current annual manufacturing volumes exceeding to 200,000 engines, KOEL continues to enjoy a large share of tractor, genset, construction, material handling,



mining, earthmoving market share in the country, competing with global players like Caterpillar, Cummins, IVECO and Perkins.

Today, they manufacture engines from 3 HP to 11,000 HP. Besides diesel engines, the unit also manufactures a variety of auto components such as bearings, bushes, etc.

The company is also one of the leading Genset providers to the Indian telecom industry. Global telecom majors such as Alcatel – Lucent, Ericsson, MTN, Nokia – Siemens Networks, Huawei, Motorola and Indian cellular companies, such as Bharti Airtel, MTNL, BSNL, Spice, Vodafone, Reliance, RPG, Idea Cellular, BPL, Escotel, Skycell, Tata Teleservices, all use Kirloskar Gensets. At present, the company's share in the Indian telecom industry hovers around 50%. Besides already making a name for themselves in the country's telecom industry, Kirloskar Gensets has been successfully providing power to the BTS sites for Areeba (now MTN) operations in Ghana, Benin, Guinea, Sierra Leone and Sudan, HUTCH operations in Vietnam, MTML operations in Mauritius, CELTEL (now MTC – ZAIN) operations in Uganda and Saudi Arabia along with various other operations in Tanzania, Nepal, Sri Lanka, Kuwait, Afghanistan, Lao PDR, Cambodia and Yemen.

The company also has their own Emission Centre to address the emerging emission norms of global economies. This helps their engines to comply to the most stringent EURO I / COM Stage I and US Tier I / Tier II Emission Norms and Euro III which are underway. They have set an example by being the forerunners in complying with the norms of the Central Board for Pollution Control, India.



# Champion Customer

## CHAMPION CUSTOMER

**TATA**  
**Steelium**  
CR Sheets and Coils  
Helps shape your dreams

### GS Radiators Ltd.



GS Radiators Ltd., a unit of the GST Group established in 1992, is one of the leading suppliers of radiators to vehicle manufacturers like Mahindra & Mahindra, Ashok Leyland, Swaraj Mazda, Swaraj Tractors and International Tractors. The GS Radiators Ltd. plant at Ludhiana is well equipped with its own integrated design, tooling, prototyping, manufacturing, testing and evaluation facilities. Their modern methods of research and development are supported by the state-of-the-art CNC machines like Mazak, Azak, Makino, Okuma, Charmilles and Muratec.

As globalisation has made way for world markets to come closer and become interdependent, the GST Group has also established a strong presence in the overseas markets of Europe, Australia and USA. For product support in European market, they have partnered with Dalimex Radiateuren.

Their subsidiary, GS Engitech, manufactures high quality precision machines that incorporate the latest in CNC technology. They also manufacture tractors and combine parts for brands like Class India, Standard Combine, Preet Agro Industries Ltd. and International Tractors Ltd., among a plethora of others.

The GST Group has also installed the latest CNC Plasma Cutting Machine at their factory premises. The initiative was celebrated by M/s Sangeeta Steel Corporation, the authorised distributor of Tata Steelium, at a Key Account Customer Milestone Ceremony.

Mr Ranjodh Singh, Managing Director, GST Group, is appreciative of the LINKS programmes and Vijeta Awards, initiated by Tata Steel for Steelium and Galvano customers.

The Vijeta Awards, which is being held for the last three years, has received a good response from the shop-floor workers.

Mr Singh, who is also the president of Punjab Lalit Kala Academi and the Ramgarhia College at Ludhiana, supported an Art-2010 Exhibition, which was organised at the Sutlej Club, Ludhiana, last December. The exhibition was sponsored by M/s Sangeeta Steel



Corporation. A book titled 'Japuji Shahib Prayer of the Soul', which is a pictorial depiction of Japuji Shahib, has also been compiled by Mr Singh. The book has photographs shot by Mr Singh and is a unique endeavour to illustrate 'banis' from the 'Guru Granth Shahib'. M/s Sangeeta Steel Corporation has distributed copies of this book to its major customers in Ludhiana.

Among Mr Singh's many accomplishments, is the Shan-E-Shehr' award given by the Dainik Jagaran newspaper in October, 2009.

We thank Mr Singh for his support and wish the GST Group the very best.



# STEELoVATION SteeloVATION

## Kolkata

A 'Steelovation' Knowledge Sharing Session was jointly organised by M/s Bubna Commercial Ltd., M/s Amit Iron Pvt. Ltd. and M/s Tata Steel Processing & Distribution Ltd. at Kolkata on 28th Jan, '11, which drew an audience of more than 50 customers.



## Chennai

A Knowledge Sharing Session was organised along with M/s Select Galva at Chennai on 5th Mar, '11. Around 25 customers participated in the programme and the session helped to capture feedback from the manufacturers.



## Bangalore

A 'Steelovation' Knowledge Sharing Session was organised for the Galvano and Steelium customers of Tata Steel at Bangalore on 7th Mar, '11.



The speakers at the seminar included experts from FPTG and R&D, Tata Steel and Indian Paints & Coating Association.

## Delhi

A 'Steelovation' Knowledge Sharing Session was organised at Delhi on 16th Mar, '11. The session had experts from relevant fields who shared their valued knowledge and experience with the customers.



The feedback from the customers and the interaction among the participants helped to make the programme a success.

## Chandigarh

Service partners for Galvano, M/s Mangla Sons, organised a Knowledge Sharing Session at the headquarters of the Confederation of Indian Industry on 15th Mar, '11 at Chandigarh.

Tata Steel was represented by Mr. Hitendra Pradhan, Head (PAG), Delhi, Mr. Ramesh Swaminathan, Senior Manager, Sales, Chandigarh and Mr. Sanjay Behera, Head, Sales (OE), Ludhiana among others.



## Goa and Dadra

As part of the Tata Steelium and Galvano LINKS programme, Tata Steel along with M/s SKM Galva, Mumbai and Blue Star Ltd. & its ancillaries organised 'STEELOVATION', a Knowledge Sharing Seminar on Surface Pre-treatment and Powder Coating for IFB Industries. The seminars were held at Goa on 11th Jan, '11 and at Dadra on 13th Jan, '11.



Goa



Dadra

## Guwahati

A Knowledge Sharing Session was organised on 26th Feb, '11 along with M/s Sagar Steels at Guwahati. Around 70 dealers and fabricators were present at the programme. The seminar was attended by Mr. Sambit Kumar Joshi, Sr. Manager, Sales OE, Pune, Tata Steel Ltd., Mr. Ananda Shanker De, Marketing Co-ordinator, Tata Steel Ltd. and Mr. Hemant Agarwal & Mr. Madhu Agarwal, the proprietors of Sagar Steels, along with their sales team.



## Raipur

A seminar was organised by Tata Steel for its Galvano and Steelium customers along with its distributor M/s Pasa Associates Pvt. Ltd. on 26th Feb, '11, at Raipur.

Eminent speakers graced the occasion, including those from Tata Steel Research and Development. Employees who are involved in paint shop in the customers' organisations attended the session and benefited from practical tips and theoretical inputs on various subjects.



## Cuttack

A Knowledge Sharing Seminar covering the technical aspects of Steelium and Galvano was organised at Cuttack on 14th Feb, '11.

The event was organised along with M/s Bhartia Distributors. Around 54 customers attended and participated at the technical presentations given by experts from the Flat Product Technology Group.

Around 30 fabricators attended the Steelium session from Jaipur district along with their dealer M/s Panda & Co. Another 32 fabricators (Bus Body & Truck Body manufacturer) from Cuttack district attended the Galvano session along with their respective dealers M/s Lenka Steel, M/s Steel Agency and M/s Laxmi Steel & Pipe, Cuttack.



Dear Customer,

While global warming and climate change have become buzzwords that can be heard at every other international forum, it is important to recognise that we too have an important role as individuals to protect our planet.

The use of steel is environment friendly and it is our privilege to be a part of the Greenfection programme initiated by Tata Steel. We invite you to join this programme by filling in the Greenfection pledge card which you can find in this newsletter.

In this issue of Steelium Voice, we also present the profiles of two of our Key Customers - GS Radiators Ltd, a unit of the GST Group and Kirloskar Oil Engines Ltd. which belongs to the engineering conglomerate, the Kirloskar Group. We thank them for their unstinted support.

Information and Knowledge are the key to success in today's competitive market place. With this in view, we had started a series of Knowledge Sharing Sessions entitled 'Steelovation'. During this quarter, these sessions have been conducted at 10 locations across the country. 'Steelovation' is an important part of our Tata Steelium and Galvano LINKS Programme (Learning, Interaction, Networking & Knowledge Sharing), and we would like to thank everyone who have contributed to the success of this initiative.

Tata Steelium participated in a number of exhibitions including the Auto Component Manufacturers Association Meet and Bike Expo 2011 at Ludhiana, the EngeeTech Exhibition at Chennai and the ACREX exhibition at New Delhi. It is always a privilege to meet our customers at these meets and understand their needs and expectations better.

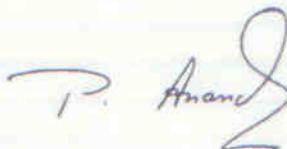
The Vijeta Awards continue to be an important initiative that has helped us create a close relationship, with not just our customers, but also their employees. During this quarter Vijeta Awards were conducted at Ernakulam, Chennai, Guwahati and Kolkata. We congratulate all the winners for their faith and trust in Tata Steelium and Galvano.

Steelium Zones have helped strengthen and consolidate our brands at the market place by providing a professional and customer-friendly retail experience. The total number of Steelium Zones now stand at 34, with new stores being opened at Hosur in Tamil Nadu, and North Lakhimpur & Mariani in Assam.

Following the successful launch of the ACE certification programme for Service Centres, we have now introduced ACE Plus to ensure an ever better and uniform quality of products and services to customers.

We thank you for your interest in Steelium Voice and invite you to send in your opinion and feedback on this newsletter.

Regards,



P Anand

Head Marketing  
Branded Products - Steelium, Galvano & HR Division  
Flat Products, Tata Steel