

Steelovation Champion Customer

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Customer Meet Suraksha Meet

Exhibitions Steelium Zones Exhibitions

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ACE Plus Suraksha Meet Suraksha Meet

Customer Meet Steelium Zones Steelium Zones

ACE Plus Exhibitions Suraksha Meet

Steelovation Milestone Achievement

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Customer Meet **VOICE** Steelium

Suraksha Meet ACE Plus Exhibitions

Steelovation

Customer Meet Issue 25; July - Sept. 11 ACE Plus

Exhibitions Milestone Achievement

ACE Plus Vijeta Awards Champion Customer

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Milestone Achievement Champion Customer

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Vijeta Awards Suraksha Meet

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Plant Visit

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R.S. STEELS

R.S. Steels, Ghaziabad, organised a visit to the Jamshedpur plant for all its Key Account Customers from 8th to 10th Aug, '11. The trip to the Tata Steel plant was a mesmerising experience given its sheer size and automation. The Key Account Customers visited the sports complex, Centre for Excellence and also took part in sessions on safety. A friendly cricket match with the Tata Steel executives ended with the visitors stealing a victory.



Amit Iron Pvt. Ltd.

A group of fourteen customers visited Jamshedpur from 7th to 9th of Sept, '11. The customers were taken to different parts of the works and were explained about the system operations.

There was an interactive session, which was attended by the customers and officials at the CRM, chaired by the Chief of CRM. The customers also visited the Centre for Excellence and were given a guided tour by the chief archivist.

TSPDL, Faridabad

A Plant Visit was organised for the Key Account Customer of TSPDL Faridabad during 28-29th Sept, '11 at Jamshedpur. The purpose of the visit was to have an interaction of TSL with the top management of customers along with knowledge sharing regarding quality and products. The visit also included group sessions, dinner, a cricket match and a trip to the Centre of Excellence.

MISCELLANEOUS

EPA Training

Rakesh Steels and Sanjeev Ind Corporation organised a Service Centre Employees Training Programme on 2nd Aug, '11.

The session was attended by the service centre employees of Prompt Steel Tubes and Reliance fabricators. The session was conducted by Mr. Saurabh Arya, Sr Manager, PAG, FP, North, Tata Steel. He explained the quality requirements of market segments, different kinds of product defects and how to address and remove these defects. Ms. Shiva Mishra, Sales Manager, also took the training session on understanding customer requirements and proactively resolving complaints.



Steelium Zone

Thirupathy Steels inaugurated its very first Steelium Zone on 27th of June, '11 - the first Steelium Zone in the city of Chennai.

The Steelium Zone outlet would help showcase the Steelium product range. The outlet would provide a superior shopping experience to the customers as well as an opportunity to share the information about the products and the parent company.

More than 30 guests graced the event with their presence and made it a grand success.



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MILESTONE ACHIEVEMENT

Green Channel Certification

Nasik Metal Dust celebrated its achievement of being certified with the 'Green Channel Certification' from Legrand. Henceforth, all the material dispatched to Legrand by NMD will be passed on by Legrand without any quality check, as a trusted supplier.

An event was organised to commemorate the achievement and was graced by Mr. Vivek Yadav (Div. Manager –Sales, TSPDL), Mr. Arnab Chakraborty (Sr. Manager –Sales TSPDL) and Mr. Subhodeep Biswas (Dy. Manager–Sales & CAM for NMD), while

Mr. Animesh Roy (Sr. Manager – Sales), represented TSL. It was a very big accomplishment for NMD, TSPDL and TSL as well. Mr. Mayur Mundra, Director of NMD, in his speech, expressed the importance and depth of the Green Channel Certification and expressed gratitude on how TSL and TSPDL were part of the achievement. On the occasion, Mr. Animesh Roy awarded the KAC Milestone trophy and certificate to the Director of NMD, Mr. Mayur Mundra.



OEM Certification

G.G. Engineering is a Key Account Customer of Rohit and Co. Recently, G.G. Engineering has been appointed as an OEM Partner by M/s Ashok Leyland for manufacturing and marketing their silent power Gen Sets for their distributor, Rohit & Co.

All the Gen Sets shall be made by G.G. with the engines supplied by Ashok Leyland.

An event was held to celebrate the achievement at Umbergaon on 3rd Aug, '11. Mr. AVSRKN Murty from TSL gave a speech, congratulating the whole team on their achievement. Mr. Raghav Bihani from Rohit & Co., gave a congratulatory speech as well. Mr. Balsare, ED, ALL and Mr. Bihani presented the citation and the award to G.G. Engineering officials.



SURAKSHA MEETS

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Faridabad

A Suraksha Meet was organised by Tata Steel for Rakesh Steel & Sanjeev Industrial Corporation.

At the meet, Mr A.K. Agarwal, GM Safety & Environment (Hero Motors Corporation) took a session on Safety in Engg Ind. Mr. B. R. Sharma, Consultant on Electrical Safety, explained electrical safety practices, while Mr. Rajiv Seth, Safety Champion of AIC (M&S), briefed customers about day to day safety at workplace. A first aid kit was handed out to all the attendees. The meet was attended by nearly 100 customers of the host companies.



Maraica Industries

A Suraksha Meet was held at Maraica Industries on 29th Sept, '11. Mr. Bibek Mukherjee gave an introductory speech, while Mr. Rajiv Seth, Safety Champion, TSL, made a presentation on safety awareness, and how to prevent unsafe acts and hazardous conditions. Mr. S. K. Prasad spoke about the importance of maintaining safe practices. A safety awareness kit was handed over to the customers; it contained a safety awareness guide book and informative posters and stickers. Customers could evaluate their progress on implementing the guidelines on their shop floor through self assessment checklists, given in the guide book.



EXHIBITIONS

Kisan Mela

Punjab Agricultural University, Ludhiana, organised the Kisan Mela 2011 on 22nd and 23rd Sept, '11. M/s Sangeeta Steel Corporation, Ludhiana and M/s Punjab Agro Implement Works, Ludhiana participated in the event. The theme of the Fair was 'Save Earth, Water and Air for Posterity'. All major agricultural machinery manufacturers of the country participated in the mela.

It was an excellent opportunity for farmers to acquaint themselves with the new technological innovations in the field of agriculture. The event saw a footfall of over nearly 1 lakh people, while the Tata Steelium Stalls received nearly 200 visitors per day. The fair was a great platform to explain the product features and advantages to large manufacturers like M&M, Swaraj, Preet Agro, etc., who had also participated in the event.



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CUSTOMER MEETS

Kummenchery Steels

A Parivaar Meet for dealers of Galvano & Steelium was organised on 9th July, '11. The meet was attended by dealers from all over the state.



The meet was an effort to strengthen bonds with business partners and to commemorate the efforts of the dealers serving the Kerala market. Kummenchery Steels took this opportunity to recognise the best performing dealers of Tata Steelium & Galvano at this event, based on evaluation criterias like brand loyalty, consistency in purchase volume, timely payments, brand promotion, market feedbacks, length of association, etc.

Vijay Sheets & Strips (P) Ltd

Vijay Sheets & Strips (P) Ltd organised a Customer Meet on 17th Sept, '11. The meet was very well coordinated and was attended by over 35 people. After a few informative speeches, a quiz and a lucky draw was organised to liven up things, which also served as an ice breaker for all the customers.

Various customers provided feedback and invited the team to visit their organisation and understand their processes and business models.



OVS ISPAT Udyog

OVS ISPAT Udyog held a Retailer and Fabricator Meet on 27th Aug, '11 at Varanasi. It was attended by 18 retailers and 21 fabricators. The meet began with a welcome speech by Mr. Sandeep Bansal. There was an interactive session where the attendees expressed their satisfaction at the overall level of product and services. Contemporary issues, such as setting up of a godown at Varanasi as well as requesting a scheme for retailers to boost sales, were discussed.



TSPDL, Pune

Milaap, an interactive session was organised from 16th May, '11 to 21st May, '11 at TSPDL, Ranjangaon. Since knowledge based on understanding helps serve customers better, Milaap had been a unique initiative by TSPDL, Pune. The main aim of the programme was to provide non-customer facing departments of TSPDL with an opportunity and a much needed platform to know the customer and learn from them about their organisation, their product, their business and their expectations.

The customers of TSPDL, Pune were invited and an open session was conducted where the customers shared their concerns. Some matters were immediately resolved and more critical matters were noted to be solved subsequently.



VIJETA AWARDS

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SKM Steels Limited, (CRCA div.), Mumbai

SKM Steels conducted Vijeta Award Ceremonies for Star Industries and Neelay Metal Industries on 15th Sept, '11. While the winners from Star Industries were Mr. Dinesh Yadav, Mr. Shankar Aher, Mr. Dnayeshwar Chandan, the winners from Neelay Metal Industries were Mr. Sandip Dubey, Shearing-Bending, Mr. Satish Thakeray, Welding and Mr. Lalit Petkar, Inspection.



SKM Steels organised a Vijeta Award Ceremony for Revathi Enterprises on 9th June, '11. Winners of the Gold Category were Mr. Umesh Patil, Mr. Mahadev Patil and Mr. Santosh Parab.



The second Vijeta Award Ceremony was conducted on 26th June, '11 for Hind Tools, Nasik. The Gold Category winners were Mr. Santosh Prasad, Mr. Bhagwan Gohire and Mr. Zaheer Khan.



Sangeeta Steel Corp.

Sangeeta Steel Corp. conducted a Vijeta Awards Ceremony on 28th June, '11 for three of its customers. Vijeta Awards were distributed among the shop floor employees at customers' premises.

During the awards ceremony, nine employees of the three Key Account Customers, Mex Switchgears Pvt. Ltd. from Jalandhar, New Swan Enterprises from Ludhiana, Surya Powertech & Gears Pvt. Ltd. from Ludhiana, were awarded.

Sangeeta Steel Corp. conducted another Steelium Vijeta Awards Ceremony on 28th July, '11 for four customers.

During the awards ceremony, 13 Vijeta Awards were given away to shop floor workers of OEMs from Ludhiana, namely, Ahuja Industrial Corporation, Ernkay Automobile Industries Ltd., G S Radiators Ltd. and Tech Auto Pvt. Ltd.



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Vijeta Awards

Kummenchery Steels

Kummenchery Steels organised a Vijeta Awards Ceremony for M/s Sanjo Power Systems on 9th July, '11 at Cochin. TSL team was represented by Mr. V. Ravichandran and Mr. Vijay Dara. Kummenchery team was represented by Mr. K. K. Mahin, Managing Partner, and Mr Asique, Sales Manager. The awardees were announced & were presented with Vijeta trophies, certificates & gift vouchers by Mr. Ravichandran and Mr. Mahin. The winners were Mr. Shashi, Fabricator (Gold), Mr. Suresh K. K., Welder (Silver), and Mr. Liyo Joy, Electrician (Bronze).

Kummenchery Steel organised a second Vijeta Awards Ceremony for M/s Hesel Controls - Kalamassery, at Ernakulum on 23rd Sept, '11. The winners were Mr. Shalu, E G (Gold), Mr. Murukan, K R (Silver), Mr. Sudeeshkumar, P S (Bronze).



Punjab Agro Implement Works

Steelium Vijeta Awards was organised for six Key Account Customers on 6th and 7th June, '11. Vijeta Awards were distributed at the customers' premises among the shop floor workers. Tata Steel was represented by Mr. V. R. Swaminathan, Sr. Manager Sales (Retail) and Mr. Deepak Sharma, Marketing Coordinator. Punjab Agro Implement Works was represented by Mr. Vinod Singal. At the ceremony, 18 employees of the

following six Key Account Customers from Ludhiana were awarded with the Vijeta Award; M B Exports Ltd., Kharay Products (India) Regd., Bhushan Industries, Swarn & Company, Inder Mohan Vijay Kumar and Vee Pee Industries. Awards comprised of Steelium Vijeta trophies, Vijeta certificates and gift vouchers.



Naresh Steel Industries Pvt. Ltd.

Two Vijeta Awards Ceremonies were conducted by Naresh Steel in the month of August. The first one was on 25th Aug, '11 at the Sterling Generators Pvt. Ltd., Silvassa.

The proud winners were Mr. Tinku Vishwakarma, Mr. Sandeep Giri and Mr. Chotelal Paswan.

On the same day, a second Vijeta Awards Ceremony was held for Western Consolidated Pvt. Ltd. at Daman. The proud winners of the day were Mr. Maurya Nilesh Kumar, Mr. Tandel Pragnesh Kumar Sureshbhai and Mr. Milan Narsibhai Tandel.



VIJETA AWARDS

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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 March, '11. The second Vijeta Awards Ceremony was organised for M/s Fabricon on the same day.

Two more Vijeta Awards Ceremonies were organised for M/s Hindustan Control Pvt. Ltd and M/s Janki Engineering & Trading Co. on 24th March, '11 by the channel partner.

Bhagwati Steel Sales

Bhagwati Steel Sales visited the premises of IEC Gensets Ltd. and Core Metal Craft India Ltd. at Derabassi on 12th Sept, '11.

Mr. V R Swaminathan - Sr. Mgr Sales (Retail), TSL, Mr. Deepak Sharma - Mktg. Co-ordinator, TSL, Mr. Pawan Mangla, Bhagwati Steel Sales - Chandigarh, Mr. Deeptanshu Shukla, Business Manager, Bhagwati Steel Sales were present at the event. The shop floor employees were handed over the awards by the Sales Manager.



TSPDL, Pune

TSPDL, Pune organised a Vijeta Awards Ceremony at Nirmiti Precision Private Ltd., (NPPL). Mr. Yassin Sayyad was awarded with the 2nd runner-up award, certificate and a gift box. Mrs. Nirmala Netavate received the 1st runner-up award. The winner's award was given to Mr. Narayan Bhatt along with a certificate and a gift box.



Tirupathy Steels

Tirupathy Steels organised two Vijeta Awards Ceremonies on 12th Sept, '11 for M/s Auto Parts Industries and JKR Engineering Industries. The TSL team was represented by Mr. V. Ravichandran, Mr. Vijaya K. Dara, Mr. Sabir Salam and M/s Tirupathy Steels was represented by Mr. Suresh Gupta, Mr. Mukesh Gupta, Mr. Nitesh Gupta and Mr. Purrushothaman (Sales Executive, Tirupathy Steels). At both the ceremonies the key note was by Mr. V. Ravichandran, who spoke about the value proposition offered by the brand, Tata and also the benefits of using Tata Steelium. He also explained the importance of motivation and maintaining the welfare of the employees.



TSPDL, Faridabad

TSPDL, Faridabad conducted a Galvano Vijeta 'Bandhan' Ceremony on 8th and 9th Sept, '11 for two of its Key Account Customers. The initiative was well appreciated by both the customers.

At PMI Coaches, the Vijeta Awards Ceremony was held for the very first time on 8th Sept, '11. The concept behind the Vijeta Awards was explained and was received well.

The winners were Mr. Harbans, Mr. Jagvir and Mr. Masroor. A second Vijeta Awards Ceremony was conducted at Fedder's Lloyd on 9th Sept, '11. It was the first time a Vijeta Awards Ceremony was conducted for them as well. The winners were Mr. Ravinder Singh, Mr. Suresh Singh and Mr. Durgesh Kumar.



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Champion Customer

CHAMPION CUSTOMER

Kirti Pressings Pvt. Ltd.

Established nearly two decades ago, Kirti Pressings Pvt. Ltd. forayed into the auto industry in 1985. Their relationship with Tata Steelium started roughly a decade ago through TSPDL Pune, the authorised Tata Steelium distributor who has been serving the customer regularly.



The company has a wide array of products. Currently, the company manufactures small starter motors, wiper motor shells, starter motor casing, strainer cups for kitchen sinks and AI caps for diesel engines. They also manufacture radiator fans for Tata Nano.



The company also manufactures yokes for wiper motors for all the motor vehicles, which are manufactured indigenously in the country. Although, at the commencement of its business, Kirti Pressings dealt in resistance welding machines, special purpose machines and deep drawn components, they soon

added resistance welding controllers as part of their range and met with an enthusiastic response.

Since its inception, the company has come a long way. They started as newcomers in the industry, as suppliers for Bajaj Auto and now they are considered industry stalwarts. Currently, they have a manufacturing capacity of upto 5 lakh pieces per month, with a current turnover of nearly 12 crores annually.



Their state-of-the-art infrastructure, with the latest technologies being sourced from all over the world, is directly responsible for the growth of the company.

High quality standards is one of the reasons behind the company's success and as a testament to its superior product quality, the company has received BVQI ISO 9001 Certification for manufacturing process and system. A Quality Analysis System is also in place, which is equipped with the latest technology and skilled engineers, who ensure that every product that is rolled out is perfect in all aspects.

High quality products and excellent servicing has led the company to boast of a clientele that includes LUCAS TVS, Mitsuba Sical Ltd., Varroc Engineering etc.

With expansion plans on the anvil, the company has already clocked a growth of over 30% since the last fiscal year, despite the fact that all its sales come solely from domestic territories. Having articulated 'Quality' and 'Trust' as their motto, the company has a bright future.

Ludhiana

Sangeeta Steel Corporation and Punjab Agro Implement Works, Ludhiana organised a Knowledge Sharing Session (KSS), 'Steelovation', at Ludhiana on 23rd July, 11. All Steelium OE customers, including Key Account Customers, were invited to participate in the KSS.

The programme explored the latest welding technologies, advancements in sheet metal technology and painting and power coating processes. For the first time a session on 'Energy & Environment' was conducted by representatives from TERI (The Energy and Resources Institute) New Delhi, where experts from TERI discussed how SMEs can contribute to energy conservation and also benefit from it.



Jamshedpur

R.S. Bokaro Metal (P) Ltd. organised a Knowledge Sharing Session on 19th July, 11. The KSS Meet was chaired by Mr. Avtar Singh (Head PAG, FPTG), Mr. Akshya Guin (Researcher, R&D Division), Mr. Ujjwal Desai (Head Sales - Retail), TSL and Mr. Deepak Jhalaria (C.E.O, R.S. Bokaro Metal (P) Ltd.). The session featured a welcome note by Mr. Ujjwal Desai followed by an interactive session where many queries of the customers were answered and improvements, which would lead to a superior product quality and process savings, were discussed. There were presentations on how Galvano sheets could be used in applications like bus bodies and almirahs.



Delhi

M/s G.R. Gupta & Bros. organised a Customer Meet & Knowledge Sharing Session for their O.E. customers on 11th August, '11. Mr. Prabhat Kumar, CSM (N), welcomed the customers and re-emphasized the focus of Tata Steel on its relationship based customer base.

Ms. Atrayee Sanyal, COM (D&BP), Tata Steel, inaugurated the brand of GRG Steels Pvt. Ltd. While an interesting session on 'Entrepreneur Skills' was conducted by Mr. Sanjeev Sethia (Director, Elin Electronics Ltd.), a presentation on 'Servicing excellence through ACE Plus' was shared by Mr. Rajiv Gupta (Director, GRG Steels Pvt. Ltd.).



Cuttack

Bhartia Distributors Pvt. Ltd. organised a Knowledge Sharing Session on 15th July, 11, which was conducted by Mr. Madhukar Thakur (TSL) and Mr. Akshya Guin (paint expert on corrosion and protective coatings from Tata Steel's R&D).

Over 60 fabricators from Cuttack, Jajpur and Bhadrak attended the session. The focus of the programme was to educate the fabricators on the correct application of paint on the Galvano sheets. An hour long open session helped address several issues and queries of the fabricators.



Dear Customers,

It is my pleasure to present before you the **25th Issue** of the Steelium Voice newsletter. Though it's a small milestone in the long journey we have envisaged together, we take this opportunity to thank all our customers and all our Channel Partners for their enthusiastic support in ensuring success for Tata Steelium.

Continuing with Tata Steel's emphasis on environment management, we have been conducting knowledge sharing sessions on energy and environment as a part of our 'Steelovation' initiative. The Energy and Resources Institute, New Delhi, is our partner in this and we thank the Institute for their support and congratulate all our customers who are taking steps to conserve energy in their day to day operations.

Another focus area for Tata Steel is Safety; and the Suraksha programme was envisioned as a safety excellence programme under the aegis of DuPont Resources with an objective of achieving zero occupational hazard at the workplace. At every Suraksha Meet, safety kits are handed out, which contain the basic guidelines for workplace safety. The self assessment checklist included in the kit is an excellent tool to assess progress on implementation and focus effort to eliminate unsafe conditions and practices.

Our customers are the cornerstone of our business and we thank them for their participation and support for various initiatives undertaken by us from time to time. We would also like to thank them for the support they have extended to the Vijeta Awards programme that has strengthened the relationship we share with our customers and their employees. It gives us great pleasure to celebrate the various milestones achieved by our customers.

In this issue, we present a brief profile of our Champion Customer, Kirti Pressings Pvt. Ltd., who has recorded excellent growth in their auto related business. We greatly appreciate their focus on quality and trust, which they consider to be the core of their business philosophy. Our congratulations go out to M/s Thirupathy Steels for setting up the first Steelium Zone in Chennai. We expect our customers in Chennai to significantly benefit from this initiative.

We recognise that outstanding customer service can be offered by our service centres only when our service centre employees are sensitized and motivated to do their very best to ensure outstanding customer satisfaction. With this in view, a training programme was organised recently for the employees of Prompt Steel Tubes and Reliance Fabricators. More such programmes are on the anvil.

Also, it is a privilege to welcome our customers to the Tata Steel plant. We hope the customers of R.S. Steels, Amit Iron Pvt. Ltd., and TSPDL, Faridabad had a memorable and insightful experience.

We also thank everyone for their interest in the Steelium Voice publication. Do keep writing in with your suggestions and contributions so that we can make this publication an even more effective platform for shared learning and interaction.

Regards



Praveen Shrivastava

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