

Steelium VOICE

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The Privilege Club

Loyalty Program for esteemed customers



First time in Steel Industry

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FROM THE EDITOR'S DESK

Dear Customers,

Welcome to the Q1 edition of Steelium Voice for the new financial year. Key highlights in this edition include:

- ◆ AdvantEdge Steel & AdvantEdge Plus- First ever Customer Loyalty & Rewards Programme which aims to create a platform for direct interaction and shared learning with customers
- ◆ Ace⁺, the first ever service centre development programme

The regular Steel Industry section continues to provide insights of the industry and its happenings. Various CSR initiatives and other branding activities conducted by our Channel Partners from across the country have been covered.

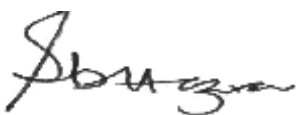
This edition also includes a special coverage on the Ace⁺ programme which is a one of its kind activity introduced in the Steel Industry - to certify the quality of processed steel dispatched from the certified service centers and to ensure that customers get optimum quality and services.

The LINKs Activities section includes the usual Vijeta and Suraksha Meets by various distributors and customers.

Bartakke ElectroFab, a customer of Naresh Steel is the Champion Customer for this quarter.

As I sign off, I take this opportunity to thank all our Channel Partners and Customers for the constant support and effort in promoting the brand as also carrying out various activities with sufficient zeal.

Regards,



Soumyabrata Hazra
Head Marketing - Steelium & Galvano
Flat Products - Tata Steel



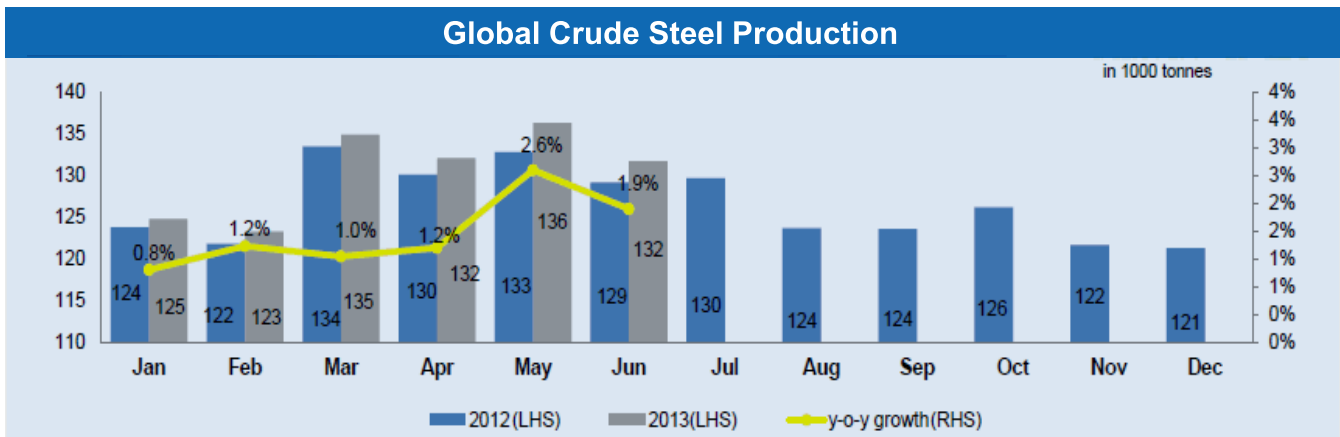
Global Economy

World Steel Production grew by 1.9% in June '13 over June '12. Higher production from Asia drove the world crude steel production.

Growth in steel production can also be attributed to growth in steel production in China and India, which grew at 6.8% and 3.5%

respectively.

The EU produced 5.1% less in June 2013 while US produced 7.2 MT of crude steel.



Indian Economy

India's steel production went up by a marginal 0.9% to 6.45 million tonne (MT) in June 2013 against 6.39 MT in June 2012 as the

country's rate of growth in steel production slipped below the world average during the month. A number of proposed infrastructure

projects, including highways, power plants, railway projects and construction activity have not taken off due to various reasons.

Industry Updates

- Steel Authority of India (SAIL), now ramping up capacity to 24 million tonnes per annum, plans to embark on the next phase of expansion to raise it further to 50 mtpa by 2022 with a Rs 1.2 lakh crore investment.
- Tata Steel's six million tonne (Rs 40,000 crore) project at Kalinganagar, its first integrated

greenfield steel venture outside Jamshedpur in the last hundred years, is progressing fast. Nearly half the construction is over and the first module of three million tonne is set to go on stream by September 2014.

- Essar Steel has inked a Rs. 960 crore pact (\$ 160 million) with Harsco India for recovering iron

from slag that is generated in the process of making steel.

- World's average steel production grew by 1.9 %, more than double the rate India clocked, raising possibility of spurt in imports to keep pace with demand in the country.

Flat Products Prices

Despite the oversupply conditions prevalent in the market, Chinese prices are showing a small uptick due to the increasing iron ore prices.

The Indian rupee depreciation has resulted in the imports being costlier, but the falling global price has had a bigger impact and has pulled down the prices.

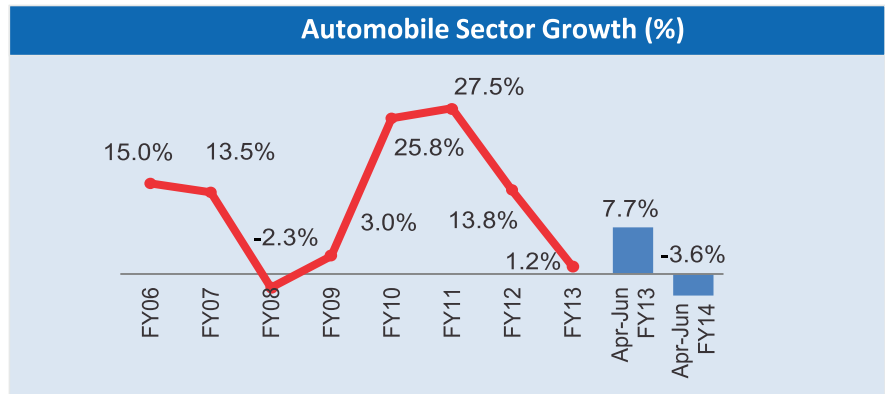
The prices can however be expected to rise post July, due to the increase in raw material costs, specially iron ore.

STEEL INDUSTRY UPDATES

Demand

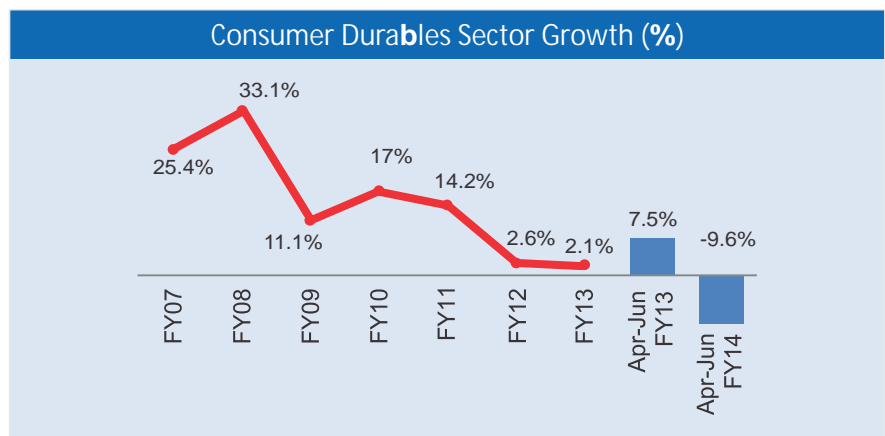
Automobiles Sector

Liquidity and weak sentiments continue to weaken the auto demand. Consequently, auto production to continue the downward trend in Q2. However, new models have scope to perform well in the market.



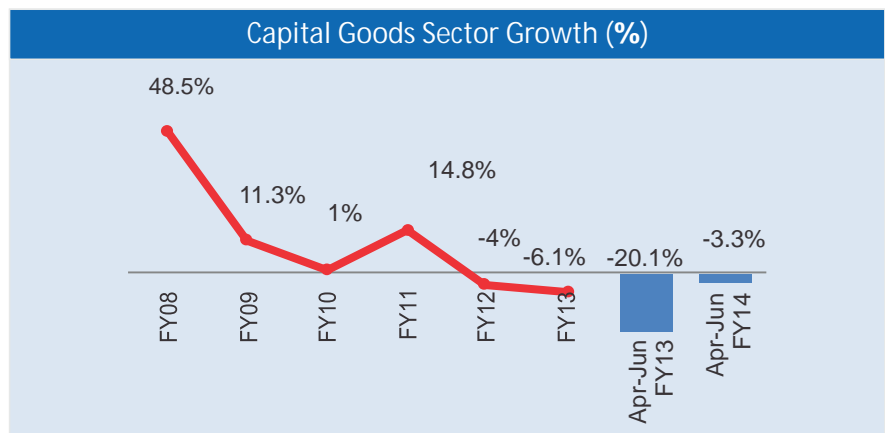
Consumer Durables Sector

Consumer durables sector contracted by 10.38% in May '13 compared to May '12. The contraction indicates a lack of demand in the market. White goods however performed as expected due to high base effect in FY'13.



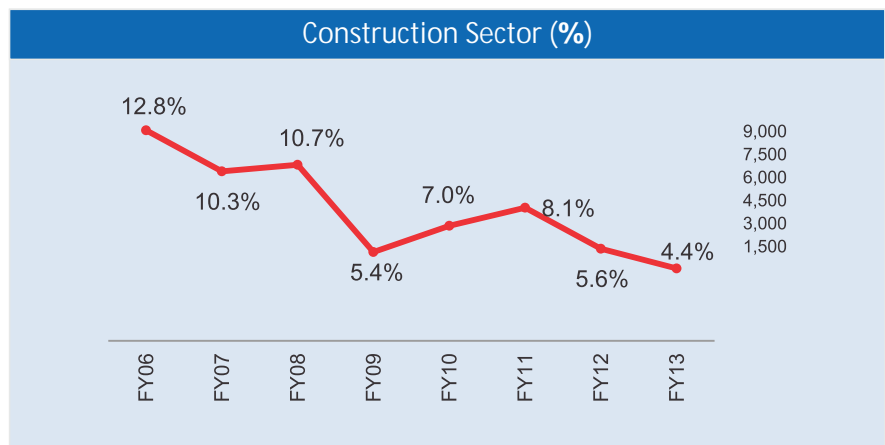
Capital Goods Sector

The sector continues to show negative growth. The capital goods import has decreased in FY'13 over FY'12 by \$6 billion due to slowdown in investment. However due to the rupee depreciation there is hope for growth to pick up this quarter.



Construction Sector

The construction industry continues to face multiple challenges. Investment capex of the private sector continues to be weak due to slowdown in economic growth. Big ticket infrastructure projects move at a slow pace.



First Ever Customer Loyalty & Rewards Programme under Tata Steelium

'AdvantEdge Steel' is an initiative by Tata Steelium and Galvano for 500 of their Key Account Customers. The objective of the programme is to add value and build a stronger relationship between the company and its Key Account Customers. The Programme was officially launched during the Steelium 10 years celebration in February '13 across all sales offices. April '13 saw the www.advantedgeplus.in go live. Customer of Mangla Sons, JCBL, made the first redemption in June '13.

Additionally, out of the 500 members, 105 KACs have been chosen for the 'AdvantEdge Plus Rewards Programme', where they earn points based on their monthly lifting of Tata Steelium and Galvano which can be redeemed against various business and organizational utility products, such as printers, projectors, AC's, Vouchers and more. With a vision to keep it as simple as it could be, an operating model was devised as under:

- Monthly Lifting Records of the Customers are submitted by Distributors



- Points are awarded on the basis of purchases made
- The Customers can go to the dedicated programme portal, www.advantedgeplus.in and select the products which are available for redemption
- Once the Redemption order is placed, the product is delivered at the doorstep of the Customers

The innovation that has gone into devising this programme aims at providing the highest level of convenience to Customers as also create a platform for shared interaction, and create relationships Stronger than Steel.

We are humbled by the enthusiastic

participation and feedback from our Channel Partners and look forward to create value addition and an enhanced experience, for all our Customers and Associates.



Tata Group Celebrates Tata Environment Month

Across the globe every year, the 5th of June is observed as World Environment Day.

The Tata Group celebrates the entire month of June as Tata Environment Month. This year too, for the fifth time, the Tata Group celebrated June 2013 as Tata Environment Month. The initiative is driven by the Sustainability Group of Tata Quality Management Services, a division of Tata Sons Ltd.

The programme branding this year was based on the SMART Way – Sustainable Meaningful Actions for a Responsible Tata Way. The programme message encompassed Sustainability at Tata – the SMART Way. The month-long campaign had poster and e-mailer contests themed around SMART home, SMART office, SMART city and SMART world. Every Tata employee pledged his/her commitment to the

SMART programme and its objectives.





ACE+: Creating a Benchmark

Tata Steelium has taken its service capabilities to the next level and set a benchmark in the industry with its ACE+ initiative, a service centre development programme, the first of its kind in the steel industry. The objective of this programme is to enhance capability to deliver excellence in product and service customisation across a network of service centres. ACE+ has been undertaken to certify the quality of processed steel despatched from Tata Steelium's service centres and to ensure that customers get optimum quality and service.

Under this programme, each Tata Steelium service centre has to necessarily meet a range of specified criteria, divided into infrastructure requirements, equipment, quality monitoring, systems and processes, HR and branding. The service centres are therefore equipped with state-of-the-art facilities and processes for world-class handling, storage and processing to deliver on the highest parameters of quality and minimise wastage. Facilities like Automated Shearing Machines ensure closer tolerances while Slitters and 4 Hi-Precision Levellers ensure absolute flatness and customised processing.

Incorporation of Quality, Safety, Health & Environment (QSHE) parameters into the programme are focused at ensuring world-class quality assurance systems and inspection norms, with a spotlight on safety and the environment.



Customers are also assured of on-time delivery with accurate documentation and the necessary certification. All of it ensures a basket of plus points and matchless

service standards. Audits are held every year by an independent team of assessors to ensure adherence to norms and share best practices in an effort to raise the bar further.

Region	Distributor	Location	Distributor	Location
East	Amit Iron	Kolkata	TSPDL	Kolkata
North	Bansal Brothers Sangeeta Steel Bhagwati GR Gupta	Faridabad, Delhi	RS Steel	Ghaziabad
		Ludhiana	Punjab Agro	Ludhiana
		Chandigarh	Rakesh Steel	Faridabad
South	Sri Balaji Traders Tirupathy Steels Ramswaroop	Delhi, Faridabad	Sanjeev Industrial	Faridabad
		Ghaziabad		
West	Naresh Steel SKM Steels TSPDL	Chennai	Kummenchury	Kochin
		Chennai	GMS	Chennai
		Bangalore	GK Steels	Bangalore
West	Naresh Steel SKM Steels TSPDL	Mumbai	Rohit & Co.	Ahmedabad
		Mumbai	SKM Steels	Indore
		Pune		



Suraksha Meets

Pelikan Dossier Pvt. Ltd.

A Suraksha Meet was conducted by Pelikan Dossier Pvt. Ltd. with their KAC, Hulasi Metal Technology Pvt. Ltd. The meet attended by about 100 workers was conducted by Mr. Rajiv Seth, Safety Champion, TSL. He highlighted points on safety that are generally missed by people in daily lives and focused on audit and training of various fire safety devices. This was followed by some

live videos to sensitize the audience on the importance of safety at workplace. The employees were



also presented with Safety kits as a token and to promote a safe working environment.



Naresh Steels

On 12th June '13, Naresh Steels organized Suraksha Awareness Programmes for three of its Pune based customers; Electronica Hitech Engineering Pvt. Ltd., Fab Auto Parts Pvt. Ltd. and Group Surya Peb Engineering and Constructions.

The meets had officials from Tata Steel and Naresh Steels who emphasized on the safety measures one should use in a working environment. Various safety instruments like gloves, helmets, ear plugs and safety glasses were also handed over to the employees.



TSPDL, Kolkata

Two Suraksha Meets were organized by TSPDL. The first on 26th April '13 for their customer Sen & Singh Engineers, Kolkata where Mr. Madhukar Thakur of TSL spoke about the necessity of safety and shared tips on how to keep the workplace safe. The second meet on 12th June '13 at the premises of

customer Incotech Engineers where both good and bad practices



were discussed. Safety kits were given out at both locations.



GK Steels

GK Steels organized a Suraksha Meet at their Key Account Customer, Aegis Punching in July '13. 15 shopfloor workers participated in the meet where officials from Tata Steel,

GK Steels and MD of Aegis Punching were present. Various observations and suggestions discussed during the meet are in the process to be implemented for the upcoming meets.



LINKS ACTIVITIES

Vijeta Awards

A series of Vijeta Award Ceremonies were conducted by distributors in the new financial year. With the Western region leading in numbers, Vijeta Award Ceremonies were conducted by Naresh Steels, TSPDL Pune and SKM Steels. Bansal Brothers from North and TSPDL, Kolkata from East also organised Vijeta Awards at their Key Customer locations.



Advertising and Promotions

Sangeeta Steel Corporation conducted a series of branding and promotional activities in Q1 of FY '13. In May '13, they carried out advertisements and banners in the Ludhiana Infomedia Yellow Pages book and online portal. They also

distributed Steelium branded mugs and bags to create brand visibility.

As a part of CSR, they made contributions to different organizations towards the Uttarakhand Flood Relief.



Steelium supplies on Steel Pallet

Rieter India (KAC customer, mfg of Textile machinery) decided to experiment with Steel pellets for the supplies made by TSPDL to Rieter India as this would help reduce wastages in daily

operations and do their bit for the Environment. The plan was to cover all the major SKUs and opportunities would be explored with other customers as well, based on the success of this initiative.



Consumer Meet

R.S Bokaro Metal Pvt. Ltd. conducted a one of its kind consumer meet on 8th July '13 at Ramgarh for its Steelium consumers. The objective behind the meet was to make the consumers aware of the various advantages of using Tata Steelium as also to give the consumers a chance to share their experiences and grievances (if any) at a common platform where officials from Tata



Steel and R.S Bokaro were present. A number of queries and suggestions were part of the meet



post which mementos were given out to the consumers as a token of appreciation.

Service Center Visit

Vijay Sheet & Strips conducted a service centre visit at their customer, Hriday Industries. The meet included demonstration of technical practices, discussions on prevailing

quality issues, corrective measures as also an interactive Q&A session which provided an opportunity for customers to come forward with queries and suggestions.



Family Day out



SKM Steels Ltd., Indore organized the screening of the latest bollywood blockbuster, Yeh Jawaani Hai Deewani on 1st June '13 for some of their prominent customers and their respective families.

The private screening was held at Broadway Multiplex Mall, Indore where the team from SKM Steels interacted and bonded with customers and employees.

CSR INITIATIVES

Rohit & Co.



Rohit & Co. donated air coolers to the Blind Peoples Association in Ahmedabad on 25th April '13.

The contribution was made at an apt time as the air coolers would come in good use during the summer months.

In May '13, they also installed Steelium branded water huts in the industrial area of Baroda which helped increase brand awareness and visibility as also provide



drinking water for pedestrians, drivers and other passer bys.

Naresh Steels

In April '13, as a special gesture, Naresh Steel donated Rs. 11000/- to "Federation of Association of Maharashtra" (FAM) and contributed a sum of Rs. 5100/- to "Shivner Mita Mandal" to mark the occasion of Shiv Jayanti



Celebrations at the Iron Market. They also donated Rs. 25000/- to their community trust M/s Zalawadi Sabha Charitable Foundation for printing and distribution of notebooks to the needy students in their community.

Bhagwati Steel Sales



Bhagwati Steels Sales donated two steel almirahs on 29th June '13 to the Chandi Kusth Ashram, Chandigarh. On visiting the ashram it was found that inspite of having 170 residents there were no basic

amenities thus the team at Bhagwati Steels Sales decided to donate Steel Almirahs. They also gave out sweets and refreshments and met the inmates of the ashram.

SKM Steels Limited

In June '13, SKM Steels Ltd. (CRCA Division) donated to Tata Memorial Hospital and also arranged for a special programme 'Ek Haseen Shaam' at Shivaji Nitya mandir, Mumbai with Abhiyan foundation

for cancer patients who were undergoing treatment at the hospital.

Gifts were also distributed amongst the patients by SKM officials.



Sangeeta Steel Corporation

Sangeeta Steel Corporation sponsored the education of 17 year old girl Poonam, daughter of a daily wage labourer and maid. Poonam, a child who has high dreams but not the means to fulfill them thus



Sangeeta Steel made the special initiative to bear the cost for her 3 years undergraduate course as also pay for her desire to pursue Fashion Designing.

Bartakke Electrofab Pvt. Ltd.



Maharashtra based customer, Bartakke Electrofab Pvt. Ltd., has been selected as the Champion Customer this edition. The company was formed in the year 1990 by Mr. Ajit Vasudeo Bartakke. In the initial years he manufactured WM and WMT for boxes and panels and modular design by using riveting technology for assembly of enclosures. Bartakke Electrofab Pvt. Ltd. today manufactures export and supply quality products like Floor Standing Enclosures, Wall Mounting Enclosures, MCC, PCC Enclosures, Computer Panels, Junction Boxes, Special Design Enclosures, etc. Their business has now reached beyond Maharashtra to Gurgaon, Bangalore,

Coimbatore, Kolkata, Ahmedabad, Gandhinagar, Raipur and Bhilai. They have earned a large clientele within a short time frame. Some of them being Siemens Ltd., Danieli

Automation, Transweigh (Flsmidht), Electronica Machine Tools, L&T Automation, Kabra Extrusion Technik Ltd, and more. They are particularly proud of becoming the first company in India to get a product patent for innovative designs and use it for conventional technology. Bartakke Electrofab Pvt. Ltd. has been associated with Tata Steelium through its Channel Partner Naresh Steel Industries Pvt. Ltd. for nearly a decade. This association has helped improve and innovate many processes of their company. Their inventory was reduced by 40 to 50% due to better services and valuable support from Tata Steelium and their distributor.

Today, they take pride in being part of the Tata family and look forward to the continuing guidance from TSL.





Editorial Team

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