

DURASHINE® from Tata BlueScope Steel decorated with India's Most Trusted Brand Award: second time in a row

DURASHINE® walked away with the "India's Most Trusted Brand" award, second time in a row under Colour Coated Steel Sheets category, for the year 2017. This award is an outcome of a Pan India consumer survey conducted by IBC InfoMedia in collaboration with MRG.

DURASHINE® the flagship retail brand, under Tata BlueScope Steel supplies and manufactures colour coated steel sheet products and solutions. It has showcased highest standards of Product Integrity and Brand Building and has completed more than 10 years of unmatched performance since its inception in the year 2007.

Commenting on the coveted award, Chief - Sales (Coated Steel) & CQH Vikas Pundir, said, "It is evident that DURASHINE® brand has been well accepted and differentiated. This is evident from DURASHINE®'s YOY growth and its sustained premium quality over its competition, even under challenging market conditions with a comprehensive range of products available through a wide network of distributors across India, DURASHINE® delivers excellence through customer centricity and this award is a testimony of our brand leadership!"

Durashine® Steel is a perfect solution for SME and retail markets, especially for applications like go-downs, resorts, porches, colleges etc. offering products such as roof and wall sheets, tile, liner and long line crimp.

In the past, DURASHINE® has been recognized as India's Most Trusted Brand and India's No.1 Brand in the category – Best Colour Coated Steel Sheets; by International Brand Consulting Corporation, USA consecutively for two years (2016 & 2017) apart from being nominated as winner for Asia's Most Promising Brand for 2013-14 by KPMG India.

