



Tata BlueScope Steel launches Durashine® Galleria

**Highlights**

Exclusive DURASHINE® store

Wide Range of Products & Solutions

An Ambience that Promises Premium Experience

Customer experience zone

**12<sup>th</sup> December 2018, Goa**

DURASHINE®, the retail arm of Tata BlueScope Steel that manufactures and markets premium roof and wall cladding products, today announced the opening of its exclusive concept store in Porvorim, Goa.

While unveiling DURASHINE® Galleria, Mr. Riten Choudhury, Managing Director Tata BlueScope Steel stated, “Our channel partners are, our biggest strength. Enabling greater customer experience through DURASHINE® touch points reiterates our agility. Bringing in novelty within these stores, is one step towards customer centricity.”

DURASHINE® Galleria, is a full range dealership that offers Products, Solutions and Accessories to customers seeking high quality cladding solutions.

While speaking on this occasion, Mr. CR Kulkarni – Chief, Channel Sales, Tata BlueScope Steel said, “This flagship store offers unified communication for the brand, highlighting key product attributes and performance. Besides, with an overall involvement for the customers through its engaging and interactive zones. This will also offer richer experience for today’s discerning customers and we will continue launching more such stores, fetching our patrons closer to our products and solutions.”

DURASHINE® Galleria will house products like Roof and Wall sheets, Tile profile roof sheets, Purlins for structural support and Accessories. These offerings will fulfil the need for retail customers by ensuring amazing aesthetics, excellent thermal efficiency and exemplary colour durability in coated steel products.

**Photographs of the Events:**

*Inauguration of DURASHINE® Galleria by Riten Choudhury, Managing Director Tata BlueScope Steel*



*Lamp lighting amidst other dignitaries from the Dealership*



### **About Tata BlueScope Steel Limited**

Tata BlueScope Steel is an equal joint venture between Tata Steel and BlueScope Steel in the field of coated steel, steel building solutions and related building products. The Company operates in the South Asian Association for Regional Cooperation (SAARC) region. Tata BlueScope Steel maintains high standards in the area of Safety, Health and Environment and has been certified by Underwriters Laboratory Inc. for ISO 9001: 2008 as well as by M/s. UL MSS India for the ISO 14001 & OHSAS 18001 certifications. Tata BlueScope Steel's core values are Safety, Trust, Human Dignity and Excellence. The company consistently works towards "*Creating Your New World in Steel!*"

### **For More Details:**

Preeti Nair – Communications

Tata BlueScope Steel

9921436262