



## **DURASHINE® from Tata BlueScope Steel is India's Most Trusted Brand 2019**

*DURASHINE® received this recognition for third time under Colour Coated Steel Sheets category*

DURASHINE® was unanimously chosen by consumers as “India’s Most Trusted Brand 2019”; through a research based on consumer survey conducted by IBC Info Media in collaboration with MRG, across India. DURASHINE® from Tata BlueScope Steel is a leading brand in retail segment, offering colour coated steel sheet products and solutions pan India. DURASHINE® has showcased highest standards of product development and customer service. The Brand has completed more than ten years of outstanding performance and continues to offer customer centric and innovative solutions. DURASHINE® commands a leadership position in the segment with the widest network of channel partners.

On receiving the award; Mr. Rahul Saxena – Dy. GM Sales quoted, “It is indeed a proud moment for all of us. This award is a hallmark of trust shown in us, by our patrons. It further encourages us to outperform at all levels; be it new product offerings, channel development or catering to customer needs.”

This award platform recognises brands as “MOST TRUSTED” in its industry category based on current year’s market standing. Its evaluation process is based on a nationwide quantitative, qualified consumer survey, expert analysis and attributes based on qualitative brand research.

### **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 further details contact:**

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Award received by Mr. Rahul Saxena, Dy.GM Sales Tata BlueScope Steel (Extreme right) at the hands of Dr. A. Ashok, IAS (Commissioner of Intermediate Education, Govt. of India) and Mr. Hemant Kaushik (CEO) IBC Info Media Pvt. Ltd.