



Tata BlueScope Steel announces “Milaap” - A Customer Engagement Initiative

Pune

To strengthen bond with the top EPC (Engineering, Procurement & Construction) players and Key Customers within the steel building and construction industry, Mr. Anoop Kumar Trivedi – Managing Director, Tata BlueScope Steel announced ‘Milaap’ - A platform to connect and collaborate.

Mr. Anoop Kumar Trivedi who joined the organisation earlier this year, conceptualised the idea of creating a customer centric value proposition through collaboration. While speaking on the occasion Mr. Trivedi said, ‘The main objective of this initiative is partnering for growth and broadening our horizon for better reach and availability of our products & solutions, acceptance within the market for best-in-class construction practices, and overall business upliftment.’

The first ‘Milaap’ session held in Pune was graced by prominent players within the construction fraternity along with top leadership from Tata BlueScope Steel. The forum deliberated on identifying crucial customer touch points, best construction practices for superior architectural possibilities in steel roofing and wall cladding industry, and importance of sustainable solutions and green accreditations.

“The construction landscape is constantly evolving. Agility is the need of the hour. Platforms like Milaap provide insightful learnings throughout the value chain that ultimately benefit the customer.” Said Mr. Piyush Nahar – GM LYSAGHT® Business.

LYSAGHT®, the building product arm of Tata BlueScope Steel known for its construction capability, catering to a wide range of applications. From large industrial and commercial buildings, manufacturing facilities, warehouses to infrastructure projects such as metro stations, airports, and stadiums; LYSAGHT® construction provides an integrated approach for roof and wall cladding requirements.

About Tata BlueScope Steel

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 Asia Pacific region. Tata BlueScope Steel maintains high standards in the area of Safety, Health and Environment and has been certified by SGS, for ISO 9001, ISO 14001 & ISO 45001 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 information contact:

Preeti.nair@tatabluescopesteel.com

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Glimpses from Milaap:



Mr. Anoop Kumar Trivedi – Managing Director Tata BlueScope Steel



Prominent EPC Players and Key Customers



Mr. Piyush Nahar – General Manager LYSAGHT® Business