



Tata BlueScope Steel Celebrates 25 Years of Glorious Partnership with Interarch
Launches Anubandh, a platform for honoring long-term relationships with key customers.

Successful long-term business partnerships are something to be celebrated and honored, and Tata BlueScope Steel has always cherished their association with its key customers, who have preferred them over several years.

Anubandh is one such platform which Tata BlueScope Steel recently announced at a celebration hosted in honor of with its long-term partner Interarch Building Products, prominent players in Peb buildings, prefab buildings and pre-engineered buildings space.

Talking on the occasion Mr. Anoop Kumar Trivedi, MD Tata BlueScope Steel said, "Partnerships have played a key role in Tata BlueScope Steel's evolution and growth, and our achievements are the results of combined efforts, where every partner has played an important role and deserve a recognition."

Tata BlueScope Steel's relationship with Interarch goes way back in the year 1991 where both companies came together to transform India's steel construction landscape with innovative, technologically advanced and sustainable solutions through colour coated steel products and solutions.

While sharing his views on this association, Mr. Arvind Nanda, MD Interarch said, "Our association is more like a life journey. Almost all our projects are adorned with the material sourced from them in form of COLORBOND® steel or ZINCALUME® steel. Quality and trust are at the core of our partnership, which very well reflects in all our structures made from Tata BlueScope Steel." Interarch have used patented paint technology of COLORBOND® steel especially crafted keeping the end customer in mind.

Mr. Gautam Suri, CTO & Founder Director Interarch, further added, "We share a close and emotional bond with Tata BlueScope Steel. We always promote the use of ZINCALUME® steel in India, as we believe that it adds value to our buildings and to our customers."

The day-long celebration witnessed interactive sessions from both Tata BlueScope Steel and Interarch Teams, insightful leadership address, talks by industry experts followed by a memorable evening.

Few glimpses of the event:



Mr. Vikas Pundir, VP Sales highlighting the product differentiation and how COLORBOND® steel and ZINCALUME® steel make difference in structures considering its long-term performance.



Mr. Punit Agarwal, Senior Counsellor IGBC explaining the importance of Green Building and how sustainability elements incorporated in steel buildings.



Mr. Anoop Kumar Trivedi felicitating Mr. Arvind Nanda and Mr. Gautam Suri


