



Tata BlueScope Steel unveils its new corporate film: '*All Day, Every Day.*'

Highlights:

- The film reflects Tata BlueScope Steel's role in building a brighter future for all its stakeholders.
- Reflects its diverse ecosystem, extensive reach, and presence across the country. From various applications like homes, industrial sheds, manufacturing facilities and more, Tata BlueScope Steel operates in different sectors touching many different lives.

Pune, 2023 - Tata BlueScope Steel has released its new corporate film, '*All Day, Every Day.*' The film highlights the impact of Tata BlueScope Steel on the world and the people it serves, taking the viewers on a journey through many lives where the brand plays a significant role. From homes, schools, offices, and commercial establishments to large industrial sheds and manufacturing facilities, *#AllDayEveryDay* showcases how Tata BlueScope Steel's solutions are integral to these places and communities.

The film celebrates not only Tata BlueScope Steel but also its employees, known as *TaBluvians*, the communities they serve, and the people whose lives they touch through their solutions. At Tata BlueScope Steel, every TaBluvian plays a crucial role in achieving the organization's goals. The corporate film reflects this belief by highlighting the diversity, talent, and passion harnessed by TaBluvians. The film reflects the organization's commitment to its clients, communities, and stakeholders, inspiring them to continue to work together towards a brighter future.

With stunning visuals and dynamic storytelling, the film showcases the impact of Tata BlueScope Steel on the world around it.

Mr. Ajay Rattan, AVP Corporate Services Tata BlueScope Steel, said, "Our corporate film is a testament to the power of teamwork and the impact we can create when we come together. We hope that the film will encourage viewers to believe in their own potential to create positive change and inspire them to join us in building a brighter future for all."

It is now available on the Tata BlueScope Steel YouTube channel: https://youtu.be/xPeeC_8ICHE

Tata BlueScope Steel Ltd (TBSL) is a market leader in coated steel products within the construction segment, manufacturing metallic coated and painted steel products. It 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.



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