



Tata BlueScope Steel Strengthens as Construction Sectors' Solutions Provider

~ Making a strategic move up the value-chain; to provide end-to-end offerings for customers ~

Pune: Tata BlueScope Steel, a leading player in colour-coated steel in India, proudly announces a significant strengthening of its business strategy as it evolves from a product-oriented company to a solution-driven organization. The plans were announced at their maiden **"Aakaar"** conclave for channel partners, held in Jamshedpur, recently.

The name **"Aakaar"** in Hindi means shape. The purpose of this common platform for all stakeholders of the Tata BlueScope Steel ecosystem is to come together with the objective of co-creating a green future in steel building solutions. Aakaar will lend the platform for all its customer engagement related initiatives under one umbrella that caters LYSAGHT® and EZYBUILD® (LGFS) solutions.

"This decision is a response to the changing dynamics of the colour-coated steel industry and increasing demands from customers. By focusing on comprehensive solutions, Tata BlueScope Steel aims to offer a higher level of value, innovation, and customer satisfaction, for larger purpose of identifying problems to uplift several communities by being integral part of the solutions. This strategic shift will address complex challenges faced by customers and create meaningful impact across various industries" said, **Mr. Anoop Trivedi, MD, Tata BlueScope Steel.**

Solutions represent a priority business segment with tremendous growth potential in India market. The company's ability to provide comprehensive solutions, including roofing and walling products along with allied accessories, engineering services, construction expertise, and post-installation support, will be a significant competitive advantage, enabling it to gain market share. In today's evolving landscape, where there is a growing emphasis on GREEN solutions, Single Window services, workplace safety, and construction excellence, there is tremendous growth opportunity for solution business.

Mr. C R Kulkarni, Vice President, Marketing, Solution and Strategic Sourcing, Tata BlueScope Steel said, "This effort reflects the company's commitment to meet evolving needs of customers and deliver sustainable and comprehensive solutions. With this move we are recognizing the integral role of Solution Partners in our growth strategy. We will fully support them with competency development, a wide range of products and services, and enable them to excel in customer service."

Through this strategy, Tata BlueScope Steel will leverage its extensive expertise, technological advancements, and collaborative partnerships to design and deliver tailored solutions that solve real-world problems that go beyond traditional product offerings.

Attributes of Tata BlueScope Steel as a solution driven company:

- ❖ **Customized Solutions:** This approach will enable to provide end-to-end support and create a seamless experience for our customers.
- ❖ **Collaborative Partnerships:** Strategic partnerships with industry leaders, technology experts, and other stakeholders for capability collaboration & broaden solution portfolio.
- ❖ **Emphasis on Customer Delight:** The primary focus will be on the success and satisfaction of our customers.
- ❖ **Continuous Innovation:** Tata BlueScope Steel will continue to invest in research and development to drive innovation.



About Tata BlueScope Steel Limited

Tata BlueScope Steel Private Ltd. (TBSPL) is a joint venture between Tata Steel, one of the leading steel manufacturing companies of India, and BlueScope Steel, world's leading manufacturers of painted and coated steel products. With a strong legacy of innovation, excellence, and sustainability, the company offers a diverse range of high-quality steel building solutions for the construction industry and caters to distinct categories: Color Coated Coils, Steel Building Products and Solutions TBSPL operates in APAC region and has its own and integrated manufacturing facilities in Jamshedpur, Bhivadi, Khed and Sriperumbudur.

For more details, please visit: <https://tatabluescopesteel.com/>

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