**Tata BlueScope Steel Celebrates 25 Years of COLORBOND® with expansion plan in Gujarat.**

*~Committed to delivering high-quality steel solutions and be the partner of choice for our customers in the state~*

**Ahmedabad / Sanand / Rajkot, XX December’23:** Tata BlueScope Steel, a joint venture between Tata Steel and BlueScope Steel, celebrates 25 years of excellence with its flagship brand, COLORBOND® steel in India. Tata BlueScope marked the milestone by honouring eminent architects, consultants, and customers for their collaborative efforts advocating the usage of colour-coated steel.

As part of the celebrations, Tata BlueScope Steel also announced its plans to expand its business in Gujarat. The Company has supplied colour-coated steel products and solutions to some of the state’s prominent projects. The company now aims to further strengthen its value chain by collaborating with channel partners, solution providers, large EPCs, corporates, and other customers within the state.

Commenting on the occasion, **Anoop Kumar Trivedi, Managing Director of Tata BlueScope Steel** said, *"Our commitment to quality and innovation has been the cornerstone of our success. As we celebrate 25 years of COLORBOND® steel in India, we carry forward a legacy of excellence. Gujarat, renowned for its infrastructural, commercial, and industrial prowess, stands as a testament to unprecedented growth. Our network-expansion in the state will offer customers access to top-quality products closer to home, bolster smaller enterprises and allied services, and enhance employment opportunities within the region.”*

Talking about why COLORBOND® steel is the most preferred choice for top-notch Architects and construction fraternities,**Mr. CR Kulkarni – Vice President, Marketing, Tata BlueScope Steel** *said, “Over the years COLORBOND® steel has grown as the most preferred cladding material for superior aesthetics, performance, and sustainability. COLORBOND® steel is best suited for India’s diverse environmental conditions. From coastal and marine regions to toxic industrial zones; from extreme weather conditions - heat and torrential terrains to cold regions; COLRORBOND® steel is a result of decades of research and development based in NATA Accredited Laboratory Australia.”*

The Company said that going forward the focus will not only be on providing sustainable solutions but also on educating and empowering the construction industry professionals to build with confidence, reliability, and environmental responsibility. Gujarat's focus on sustainable development is expected to create a demand for eco-friendly building infrastructure and Tata BlueScope Steel, with its sustainable construction materials, is well-positioned to lead this green building revolution, helping to establish India as a key player in the global arena for green infrastructure.

In addition to the business expansion, Mr. Trivedi also spoke about the company’s larger vision and brand purpose ‘#ShelterforAll’. #ShelterforAll encapsulates Tata BlueScope Steel’s mission to enhance lives, support communities, and create a lasting and positive influence in the world. Through this initiative, Tata BlueScope Steel aims to raise awareness around critical issues related to shelter and housing, with a focus on the well-being and aspirations of individuals and communities.

**About Tata BlueScope Steel:**

Tata BlueScope Steel Private Limited (TBSPL) is committed to build India's promising future, by unlocking the potential of its people, and technology, creating architectural marvels in steel.

Backed by a trusted legacy, Tata BlueScope Steel is a leading player within the colour coated steel industry. With a focus on customer-centric solutions backed by innovation and sustainability, our team of experts uniquely address the opportunities and challenges of our customers, communities, and the planet at large.

An equal joint venture between Tata Steel and BlueScope, Tata BlueScope Steel is an epitome of business integration that designs, manufactures, distributes, constructs and services a wide portfolio of coated steel building and construction solutions. The company’s offerings include cladding solutions in the form of coils, profiles, structural products, and accessories. With 6 state-of-the-art manufacturing facilities located strategically pan India & over 5000 touch points and sales offices; Tata BlueScope Steel offers closer to customer experience through its wide presence.

Headquartered in Pune, Tata BlueScope Steel employs more than 1000 employees committed to strengthen a more prosperous India, through its corporate responsibility priorities critical to healthy communities: education, environment, and quality of life!

Learn more at [www.tatabluescopesteel.com](http://www.tatabluescopesteel.com).

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