**Tata BlueScope Steel hosted CoaTech 2023, first ever technical seminar on Coated Steel and Paint Technology**

*A gathering of industry experts to future-proof coated steel industry*

**Pune, XX November:** Tata BlueScope Steel, one of the leaders in color coated steel roofing and cladding solutions held **‘CoaTech 2023’,** a first-of-its-kind technical seminar on paint systems for the colour-coated steel industry. This event spotlighted a pivotal shift in the industry, emphasizing not only technological prowess but a commitment to sustainability and aesthetic innovation.

At the heart of CoaTech 2023 was a vision for co-creating sustainable, customer-centric, and future-ready solutions through cutting-edge paint technology. **Mr. Anoop Trivedi, MD, Tata BlueScope Steel**, said, "The idea behind the first ever CoaTech seminar was to meet as collaborators to discuss the challenges and facilitate knowledge sharing for mutual benefits for the coated steel and paint industry. Paint systems have an indispensable role in shaping product performance, aesthetics, and longevity in coated steel products. The world is racing ahead in its adoption of sustainable solutions, and the partners of the coated steel industry that includes players from the paint industry, need to act together and swiftly. Technology that creates sustainable and environment friendly paint solutions is key to the success for our industry in coming years.”

CoaTech 2023 hosted key industry players, including AkzoNobel, PPG Asian Paints, Berger Becker Coatings, Henkel, and Chemetall, who shared insights into the latest advancements in paint technology. The event concluded with an insightful workshop on design thinking and innovation approaches.

**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 color 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 a 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 7 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)

**For media inquiries, please contact:**

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| Preeti Nair – Corporate Communications  Tata BlueScope Steel  020 - 66218000  [preeti.nair@tatabluescopesteel.com](mailto:preeti.nair@tatabluescopesteel.com) | Siddharth Kumar  Adfactors PR  +91 – 9902929187  [siddharth.kumar@adfactorspr.com](mailto:siddharth.kumar@adfactorspr.com) |

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