**Tata BlueScope Steel introduces Shelter for All – A unique purpose driven vision within the Colour Coated Steel Industry**

*Creating impact with Expert Insights and Inspiring Narratives*

**Pune, January 24, 2024:** Tata BlueScope Steel, a leading player within the colour coated steel industry officially unveiled its 'Shelter for All' initiative at Prarambh event in Pune, marking a transformative step towards compassionate corporate responsibility.

'Shelter for All' is an integral part of Tata BlueScope Steel's business strategy, ushering in a new era of purpose-driven initiatives. This initiative, launched with a vision to extend beyond traditional corporate goals, signifies the company's commitment to creating sustainable solutions in diverse areas such as human life, goods, animal shelters, and agri-produce storage. Rooted in the core value of compassion, 'Shelter for All' underscores Tata BlueScope Steel's dedication to making a tangible impact in the world, transcending the boundaries of conventional product promotion.

**Mr. Anoop Kumar Trivedi, Managing Director, Tata BlueScope Steel,** said, "At Tata BlueScope Steel, our commitment goes beyond providing best-in-class coated steel. With 'Shelter for All', we aim to enhance lives and raise awareness about critical shelter and housing issues.”

He further added, “Shelter for All is an idea that will include providing shelter to all things – living and non-living. The initiative will aim at sheltering animals, hangars for planes, docks or more for ships, metro stations, and any other needs of the society, to put it simply - anything and everything will be sheltered by our new initiative! With this initiative we aim to be a part of the ‘AmritKaal’ of a New India. #ShelterForAll stands for physical as well as emotional support to the needy! And I take this opportunity to ensure all our stakeholders take appropriate steps to fulfil this promise”

The event featured a series of distinguished speakers, each contributing unique perspectives to the theme of sustainable development and community upliftment. Padma Shree and India’s first Paralympic gold medallist, **Murlikant Petkar**, captivated the audience with his story of triumph over adversity. His talk drew a compelling parallel between his journey of resilience and the ongoing struggles of individuals in need of reliable shelter, underscoring the power of persistence and community support. **Atul Gadgil, Director Operations of Maha-Metro,** highlighted in an individual capacity, the critical intersection of affordable housing and urban development. He emphasized the significance of incorporating sustainable and accessible housing solutions within major urban projects, using the Pune Metro as a prime example. **Jyoti Pathania**, with her deep roots in social work through Chaitanya Mahila Mandal in Pune, focused on the societal dimensions of housing. She spoke passionately about the crucial role of non-governmental organizations in bolstering government efforts, particularly in providing support to women and children in vulnerable situations. **Ajit Ranade**, who has served on various committees of Reserve Bank of India and has worked as a Chief economist for various corporate organisations, highlighted the growth of India and his personal feedback on the economy.

Adding to the spectrum of perspectives, **Sangram Gaikwad**, **Income Tax Commissioner**, delved deeper into India's evolving economic landscape. He added, "India's path to a robust and inclusive future is fundamentally linked to key macro-microeconomic elements and initiatives like 'Shelter for All' are crucial in this context. On a macro level, they stimulate economic activity by generating employment, fostering industrial growth, and promoting technological innovation. At a micro level, they directly impact the quality of life by improving living standards and providing stable livelihoods, aligning with our broader goals of achieving a self-reliant India." The collective insights of these speakers enriched the dialogue at the event, offering a nuanced and comprehensive perspective on the challenges and potential solutions in realizing the vision of 'Shelter for All'.

Tata BlueScope Steel also announced the launch of ‘TaBluZTalk’, an exclusive newsletter for the coated steel industry, and enthusiasts wanting to make their career in this industry. Unveiled at the Prarambh event, it aims to bring together subject matter experts and industry veterans to endorse their views and share experiences, enriching the knowledge base of the sector. Tata BlueScope Steel's recent business expansion in Uttar Pradesh and Gujarat, as part of 'Project Vistaar', and the celebration of 25 years of their flagship brand, COLORBOND®, offers a compelling narrative of how the company's business goals align with community upliftment. This expansion strategy focuses on providing high-quality colour-coated roofing and cladding solutions tailored to the unique needs of these markets, signifying Tata BlueScope Steel’s strategic commitment to regional development. The company's growth in these areas not only strengthens its market presence but also supports local economies and communities.

The network expansion will offer top-quality products closer to home for customers and will bolster smaller enterprises, allied services, and employment opportunities in the region. This growth aligns with Tata BlueScope Steel’s vision of '#ShelterforAll', aiming to enhance lives, support communities, and create a lasting and positive influence in the world.

**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 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

**For media inquiries, please contact:**

|  |  |
| --- | --- |
| Preeti Nair – Corporate Communications  Tata BlueScope Steel  020 - 66218000  [preeti.nair@tatabluescopesteel.com](mailto:preeti.nair@tatabluescopesteel.com) | UnniKrishnan Nair / Sayantani Banerjee  Adfactors PR  9850811273 /+91 – 9830035203  unnikrishnan.nair@adfactorspr.com /sayantani.banerjee@adfactorspr.com |

 \*\*\*