





## **EDITOR'S DESK** January 2024

From the

industry, for industry! Curated by experts within the field of colour coated steel, this quarterly read aims at providing valuable and relevant insights to anyone



### interpreted in the same breath across regional diversity is the real essence of a successful

emotional and that's what they need to nurture."

marketing campaign. That's what worked for Maggie 2-minute noodles." How did it feel to be the only woman in male dominated environment? "I really didn't focus on the fact that I was the only woman executive in Nestle. I was there to do a job. And I just happened to be a woman.

"Have courage, confidence and compassion and believe in yourself. I think women are

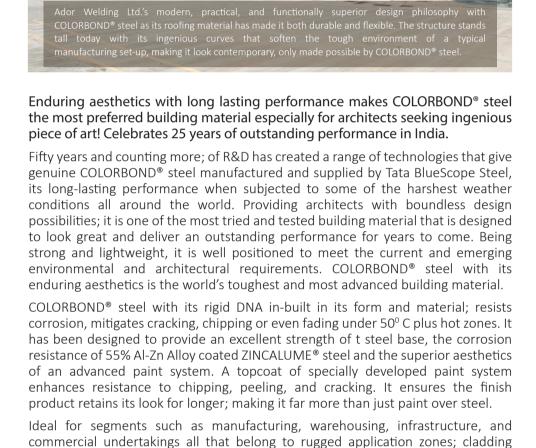
# **#Shelterforall**

Any special advice to women out there pursuing their corporate careers?

solutions.



Be it the extreme climates of highest motor able road, or the saline regions of coastal India, army establishments, sprawling new-age manufacturing hubs, warehouses, to humble guard huts, grain storages, cowsheds & more; Tata BlueScope Steel is practically present in every aspect of your lives, creating a safe, sustainable haven! More than just steel!



made from COLORBOND® steel performs well as compared to other corrugated

COLORBOND® steel strengthens structural integrity for years to come!

A gathering of industry experts to future-proof coated steel and paint

The coated steel sector in India is thriving, attributed to its versatility and wide-ranging applications in construction, automobiles, and consumer goods, offering corrosion resistance and durability. Further elevated with Government

Tata BlueScope Steel, leaders in colour 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. At the heart of CoaTech 2023 was a vision for

initiatives like "Make in India," coated steel has been established as a pivotal component of India's industrial landscape. In a bid to foster innovation and sustainable growth within the sector,

technology.

roofing sheets.

CoaTech 2023



**COATED STEEL FOR ROOF AND WALL APPLICATIONS** SPECIALLY DEVELOPED FOR ANIMAL SHELTERS CHEMICAL INDUSTRIES

In the era of science and innovation, with multiple strides being made towards advancement, industries require solutions that allow safe working conditions and eradicate hindrances. In the cases of animal husbandry and the chemical industry, often times the harmful emissions and extreme weather conditions

The need of the hour remains solutions that enable durability, longevity, sustainability and most importantly safety for not only those who spend tireless hours working in these conditions, but also the animal stock. Keeping these requirements in mind, SUPERSHIELD™ an advanced colour-coated steel roof and wall application that blends aesthetics with durability was developed by Tata BlueScope Steel. With Superior Corrosion Resistance, SUPERSHIELD™ is a specialised colour coating system that provides exceptional protection against

make factories and shelters unsafe environments for their occupants.

harsh chemicals and corrosive conditions.

Project Update

# Trichy Airport

Our design for Tiruchirappalli (Trichy) International Airport's new terminal fuses references from the city's local heritage and culture with a contemporary palette of materials to create a unique sense of place and identity. The expressive roof form and multi-layered facade take inspiration from the geometry, textures and colours of Trichy's traditional temple architecture. Completed for the Airport Authority of India using LYSAGHT FLEXLOK® as the

7-layer Traditional Vibrant 3.5 million

Soaring Skyward with Innovative Design

with another edition of TaBluZTalk!

roofing system, with LYSAGHT TRIMDEK® liner profile, the addition of the new terminal will enable air travel for 3.5 million passengers each year.

Like what you see? Stay tuned! Tata BlueScope Steel will be back

How do we achieve customer centricity? "Capturing the right customer insights is the first step towards customer centricity. Mapping your consumer habits, their preferences, their aspirations will lead to that one compelling value preposition. Consistency in messaging with relevance of the message that could be

# Join us as we explore our sustainable world in steel!

# Dear Readers, As we stand at the dawn of a brand-new year, we are full of gratitude and excitement to share with you the first edition of TaBluzTalk - a newsletter by seeking new trends, innovations, and best practices in this space. This maiden issue focuses on innovation, industry firsts and expert opinions.