

TaBlu Ztalk

From the EDITOR'S DESK

January 2024

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 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 seeking new trends, innovations, and best practices in this space. This maiden issue focuses on innovation, industry firsts and expert opinions.

Join us as we explore our sustainable world in steel!

Meet the Expert



Meet the first woman executive in corporate India who helped build some of the most iconic brands (Maggi, Tata Tea, Barbie). Breaking glass ceilings, she held CXO positions and is one of the Top 25 Businesswomen in the country. In conversation with Sangeeta Talwar.

What is the secret mantra of a successful brand/business?

"No business succeeds because of its excellent plan, it only succeeds when its strategic plan is meticulously executed at its front end, so that customers are happy to pay for its products and services and the cash registers are kept ringing. Customer centricity is core to the success of a great brand."

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 proposition. Consistency in messaging with relevance of the message that could be interpreted in the same breath across regional diversity is the real essence of a successful 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."

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

"Have courage, confidence and compassion and believe in yourself. I think women are emotional and that's what they need to nurture."

#Shelterforall



The school bell rings. It's time to go home. Fifteen-year-old Jay has had a great day and happily steps out of his classroom. He heads to the bus-stop. His gleaming eyes catch the fleeting cityscape. The nursing home where Jay was born, his favourite ice-cream shop, the metro station where his father boards the train to go to work, the stadium where he won his first cricket championship and more, stirring a sense comfort & content in Jay's mind. He is also looking forward to visiting his granny's farmhouse, where Jay loves to spend time in the cattle-shed taking care of his pet animals and enjoying his stay in the newly built roof-top room which his granny extended especially for him.

This is a typical life of Jay Sharma, a ninth standard student, who is a sportsman, an adventurer, an animal lover and above all a great human being! Tata BlueScope Steel touches lives of many such Jays, spread in every corner of our nation, enabling them to have all the comfort they deserve through our colour coated steel roofing and wall cladding 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!



Ador Welding Ltd.'s modern, practical, and functionally superior design philosophy with COLORBOND® steel as its roofing material has made it both durable and flexible. The structure stands tall today with its ingenious curves that soften the tough environment of a typical manufacturing set-up, making it look contemporary, only made possible by COLORBOND® steel.

Enduring aesthetics with long lasting performance makes COLORBOND® steel the most preferred building material especially for architects seeking ingenious piece of art! Celebrates 25 years of outstanding performance in India.

Fifty years and counting more; of R&D has created a range of technologies that give genuine COLORBOND® steel manufactured and supplied by Tata BlueScope Steel, its long-lasting performance when subjected to some of the harshest weather conditions all around the world. Providing architects with boundless design possibilities; it is one of the most tried and tested building material that is designed to look great and deliver an outstanding performance for years to come. Being strong and lightweight, it is well positioned to meet the current and emerging environmental and architectural requirements. COLORBOND® steel with its enduring aesthetics is the world's toughest and most advanced building material.

COLORBOND® steel with its rigid DNA in-built in its form and material; resists corrosion, mitigates cracking, chipping or even fading under 50° C plus hot zones. It has been designed to provide an excellent strength of t steel base, the corrosion resistance of 55% Al-Zn Alloy coated ZINCALUME® steel and the superior aesthetics of an advanced paint system. A poeal of specially developed paint system enhances resistance to chipping, peeling, and cracking. It ensures the finish product retains its look for longer; making it far more than just paint over steel.

Ideal for segments such as manufacturing, warehousing, infrastructure, and commercial undertakings all that belong to rugged application zones; cladding made from COLORBOND® steel performs well as compared to other corrugated roofing sheets.

COLORBOND® steel strengthens structural integrity for years to come!

CoaTech 2023



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

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 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, 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 co-creating sustainable, customer-centric, and future-ready solutions through cutting-edge paint technology. This event spotlighted a pivotal shift in the industry, emphasising not only technological prowess but a commitment to sustainability and aesthetic innovation.

CoaTech brought together key industry players, promoting collaboration and knowledge sharing to explore emerging technologies for the industry's benefit. These included 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.

The Ultimate Armor Against Corrosion

INTRODUCING
SuperShield
Ultimate Armor Against Corrosion

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 make factories and shelters unsafe environments for their occupants.

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 harsh chemicals and corrosive conditions.

Project Update



Trichy Airport
Tamil Nadu, India

UNIQUE 7-layer ROOF SYSTEM | INSPIRED BY Traditional STRUCTURES | Vibrant BOLD COLORS | FLYING 3.5 million PASSENGERS EACH YEAR

Soaring Skyward with Innovative Design

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 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 with another edition of TaBluzTalk!