



# TaBluZtalk

## From the EDITOR'S DESK

Issue 2: April 2024

Dear Readers,

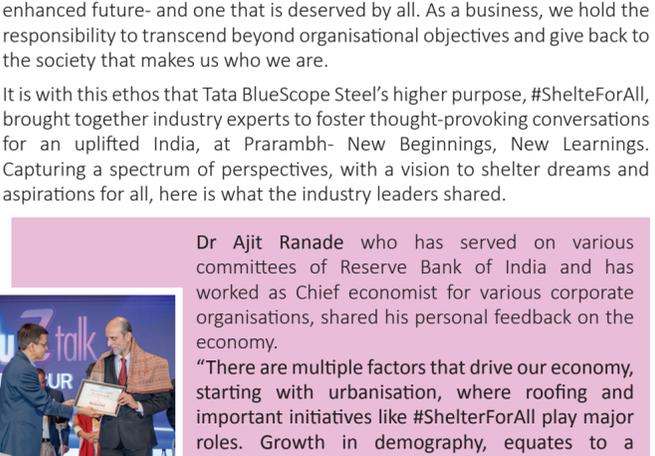
After an overwhelming response on the maiden edition, welcome back to the second issue of TaBluZTalk, a specially curated newsletter for the industry, by the industry, so that you never miss a beat in the happening world of colour coated steel.

This quarterly read, aims at providing valuable and relevant insights to anyone seeking new trends, innovations and best practices in this space.

Stepping into the new financial year, this newsletter brings to you an exciting mix of stories focussing on collaboration for continued development.

Join us in exploring and building our sustainable world in steel!

## Industry Experts' Insights for an Uplifted India



A shelter is not just a protective shield, it stands for something bigger, something transformative. It represents safety, stability, the promise of an enhanced future- and one that is deserved by all. As a business, we hold the responsibility to transcend beyond organisational objectives and give back to the society that makes us who we are.

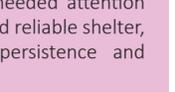
It is with this ethos that Tata BlueScope Steel's higher purpose, #ShelterForAll, brought together industry experts to foster thought-provoking conversations for an uplifted India, at Prarambh- New Beginnings, New Learnings. Capturing a spectrum of perspectives, with a vision to shelter dreams and aspirations for all, here is what the industry leaders shared.

Dr Ajit Ranade who has served on various committees of Reserve Bank of India and has worked as Chief economist for various corporate organisations, shared his personal feedback on the economy.

"There are multiple factors that drive our economy, starting with urbanisation, where roofing and important initiatives like #ShelterForAll play major roles. Growth in demography, equates to a stronger, skilled labour force. Following is digitalisation, alongside renewables. Lastly, infrastructure and the necessary advancements in the domain are pivotal."



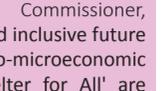
Atul Gadgil, Director Operations of Maha-Metro, underscored in a personal capacity and citing Pune Metro as a notable example, the crucial connection between affordable housing & urban development. He shared, "The government ensures to provide solutions for our basic needs, and it is it to enable these needs why development of first-mile and last-mile connectivity are being focused on, beyond mass rapid transportation."



Murlikant Petkar, Padma Shree and India's first Paralympic gold medallist, shared his moving story of resilience and triumph over adversity. His talk threw light on the much needed attention towards sports infrastructure and reliable shelter, underscoring the power of persistence and community support.



Jyoti Pathania, with her deep roots in social work through Chaitanya Mahila Mandal in Pune, focused on the responsibility of non-governmental organisations to step up & contribute towards social upliftment, especially for women & children in vulnerable situations. She emphasised, "The onus is on us to make sure the maximum number of 'have nots' that we come in contact with are reached out to in a humane manner."



Sangram Gaikwad, Income Tax Commissioner, shared, "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."



## Celebrating an Enduring Partnership



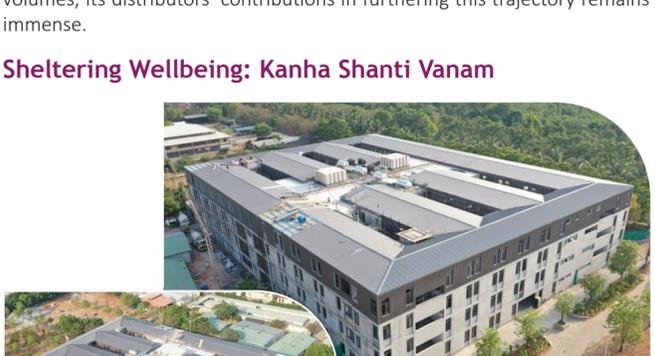
In today's growing infrastructure scenario, coated steel plays a crucial role in enabling development by providing versatile and durable building solutions. DURASHINE®, the flagship retail brand of Tata BlueScope Steel has made possible for many, the dream of a dependable yet aesthetic roof. This has been achieved by Tata BlueScope Steel's enduring partnership with its wide channel of distributors.

With the goal of strengthening these years-long associations, and enabling #ShelterForAll, 43 distributors across India gathered to explore growth plans, foster innovation, automation and digitalisation at the Sambhav Distributors' Meet in Udaipur. Discussions further bloomed to push the boundaries of roofing and cladding in the colour coated steel industry.

Our esteemed guest speakers, Dr. Nitish Bharadwaj, former Member of Parliament, veteran actor and author, and Mr. Rahul Bhatnagar, President of Asian Paints, added depth to the experience against the picturesque backdrop of Udaipur, creating an inspiring atmosphere.

At the heart of the meet was the powerful philosophy of 'Sath Hai Toh Sambhav Hai,' and with this ethos, TBSP's distributors shared their inspiring success stories and growth journeys. As TBSP grows in presence and volumes, its distributors' contributions in furthering this trajectory remains immense.

## Sheltering Wellbeing: Kanha Shanti Vanam



LGFS made from ZINCALUME® Steel Double skin roof by LYSAGHT KLIPLOCK® 700 in colour Pearl Dark Grey Liner panel TRIMDEK® in colour Surfmist™

Mindfulness and wellbeing are the navigating pillars in the chaotic rhythms of modern life. As we progress towards greater innovations, better opportunities, new learnings, mental health is what anchors balance, fulfilment, clarity and a deeper connection with ourselves.

Through dormitories at the Kanha Shanti Vanam in Hyderabad, world headquarters of the Heartfulness Institute and one of the largest meditation centres in the world, playing host to over 40,000 meditators at a time, Tata BlueScope Steel is sheltering heartfulness for solace-seekers visiting from across India and beyond.

A rooftop solution that uses ready-to-install and highly customisable EZYBUILD® LGFS (Light Gauge Framing System) technology, also promising shorter delivery times, clubbed with the durability and Thermatech® technology of the KLIP LOK® 700 roofing sheets, the dormitories ensure a comfortable stay for over a 1,000 meditators at a time.

These dorms not only provide a reliable, green and easy-maintenance shelter, but also reinstate TBSP's ethos of #ShelterForAll by nurturing a sense of community development, empathy and compassion.

## Contemporary Techniques, Traditional Aesthetics



Neelachal ISPAT Nigam Ltd. in Odisha Re-roofing in profile LYSAGHT TRIMDEK® 1015 in colour Headland



BAI Indoor Stadium, Guwahati Re-roofing in profile LYSAGHT KLIPLOCK® 700 in colour Cottage Green

India is a culture-and-heritage national. Every nook and cranny has a story to tell with its traditional architectural styles. As we focus on advancing technology and modern approaches, we do not forget the marvellous, iconic architecture of our yesteryears. Striking a balance between the modern touch of newer technology and durability, and the elegance of our heritage, is imperative.

Additionally, in times when sustainability and energy efficiency are the need of the hour, re-roofing comes in as a solution that aligns perfectly with these imperatives. Investing in re-roofing, not only seizes structural worries, but enhances environmental performances of buildings.

LYSAGHT®'s re-roofing solutions address each aspect right from professional roof-quality assessment to design to installation and stand the test of time. Furthermore, they mitigate major challenges like halting operations and installers' safety.

Its re-roofing services for Neelachal ISPAT Nigam Ltd. in Odisha, the iconic BAI Indoor Badminton Stadium in Guwahati, Force Motors' operational manufacturing unit in Akurdi, are just some of many successful re-roofing examples completed in short times and zero downtime. Further, they curbed issues like leakages, insulation, ventilation, employing climate-responsive designs while also providing superior aesthetics and enhancing the life of the building.

## Better-Than-Ever Colour Coated Paint Technology



The colour coated steel industry in India is blooming, owing to its wide range of applications in various industries, and desirable qualities like corrosion-resistance, durability and visual appeal. Furthermore, with the government's push on infrastructure and multiple developmental initiatives, it becomes crucial to collaborate, share ideas and foster innovation to advance consumer-friendly colour coated technology and solutions.

In a bid to develop better-than-ever paint technology, Tata BlueScope Steel is joining hands with the Harcourt Butler Technical University (HBTU) in Kanpur, one of the leading universities in India for R&D on paint technology.

The collaboration aims to bring together paint researchers at HBTU, and TBSP's paint suppliers to identify opportunities, innovate on newer technology and further improve upon colour coated paint techniques to co-create sustainable, customer-centric, and future-ready paint solutions.

This development will take place in multiple phases, and will encompass various rounds of testing to ensure top-of-the-game corrosion-resistance, aesthetics and durability. TBSP is also forging partnerships with premier institutes like IIT Madras and IIT Hyderabad for design testing to further strengthen its paint coating techniques.

## It's TaBluZTalk Quiz Time!

How well do you know the steel industry?

Q1

At what position is India ranked in steel production in the world?

- A. First
- B. Second
- C. Third
- D. Fourth
- E. Fifth

Q2

What is India's metal-coated roofing and walling market size?

- A. Less than 1 million tons/annum
- B. Between 1- to 2 million tons/annum
- C. Between 2.1- to 3 million tons/annum
- D. Between 3.1- to 4 million tons/annum
- E. Between 4.1- to 6 million tons/annum

Q3

What is the full form of SRI in IGBC- Green Buildings Index?

- A. Solar Reflectance Index
- B. Solar Reflectance Index
- C. Solar Reflection Index
- D. Solar Refraction Index

Q4

How much temperature reduction can be achieved using COLORBOND® steel's Thermatech® technology?

- A. Up-to 6° C and up-to 15 % electricity saving
- B. Up-to 10° C and up-to 25 % electricity saving

Stay tuned- answers will be shared in the next edition of TaBluZTalk!

Like what you see? Tata BlueScope Steel will be back with another power-packed edition of TaBluZTalk!