

B2B PURCHASE

for Project Procurement

PROCUREMENT
9th Anniversary
Blues

Part - 2
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Transparency, code of conduct matters

To meet the increasing demands of the customers, we focus our efforts and management strategies in meeting these needs through continuous improvement of our products and processes.



Riten Choudhury, Managing Director, Tata BlueScope Steel Limited

Riten Choudhury, Managing Director, Tata BlueScope Steel, interacts with B2B Purchase about the company, its contribution and the procurement practices.

Range of products for the industry

The company is primarily into manufacturing and supply of coated steel business. The coated steel is a 55 per cent Al-Zn Alloy coated ZINCALUME steel and pre-painted COLORBOND steel for building and construction industry. Both are manufactured at the company's state-of-the-art Jamshedpur plant. The Building Products division provides roll-formed roof and wall-cladding solutions and light gauge PEB structures.

"We at Tata BlueScope Steel, constantly are in pursuit of understanding the real customer needs, and our product offerings reflect that understanding. Our wide product basket ensures we cater to all requirements in roofing and cladding industry. We operate on three different levels in construction industry. We offer metal and colour coated coils, building components and light steel building solutions," says Choudhury.

Primarily, the product offerings of this business includes LYSAGHT range of roof and wall cladding profiles and structural products, especially catering to the B2B market. The Light Structural Solutions is under its EZYBUILD solutions brand.

The company also offers products for the retail market. Speaking about it, Choudhury says, "For the retail market, we offer Durashine Steel which is a pre-painted Al-Zn alloy coated profiled sheets, especially for applications like row houses, bungalows, resorts, porches, colleges etc. The product range includes roof and wall sheet, tile, liner and long line crimp. Benefits like longer life, aesthetics, corrosion resistance, come hand in hand with Durashine Steel."

He further says, "Additionally our paint system is lead free making our profiles suitable for rain water harvesting. Contributing our bit towards sustainability; our Al-Zn coated products are also used for ground and roof top solar mounting applications, contributing towards the sustainable energy efforts in India."

Choudhury also shares about the achievements of the company. "In 2013-14, Durashine was recognised as Asia's Most Promising Brand by World Consulting and Research Corporation and India's Number 1 Brand for Best Colour Coated Steel Sheets by International Brand Consulting Corporation, USA," he says.

Why Tata BlueScope steel?

Over the years, Tata BlueScope Steel has grown as a preferred partner for roofing and cladding solutions, within the ecosystem. He further adds, "Our strong manufacturing capability is backed by our technical expertise and R&D support from BlueScope, Australia. COLORBOND steel is manufactured at Jamshedpur facility, duly accredited for its quality and performance. Our coating mass control system and uniform paint coating thickness technology are amongst the most advanced in the world. Moreover, the performance of COLORBOND steel has been rigorously tested under various climatic conditions."

He states, "For over three decades BlueScope Steel has monitored the product's performance across a wide range of climatic conditions using exposure test sites and infield inspections at many sites in Australia,

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Procurement practices and payment concerns

Gupta feels that procurement has an important role to play in the profit margins of any organization. It has direct impact on business as 60 – 70 per cent is the raw material direct cost. "We have a dedicated procurement cell in our company which is indeed adding value by empanelling good supplier and making good products available for the company at best rates."

Throwing light on the payment concerns, Gupta said, "We are majorly working on government projects and in that case we do not have any concerns related to payment or credit. The payments may get delayed but will be cleared as per government norms. Also, in

private sector, we are working for all giants like L&T, Tata, PunjL Iyod etc. Hence we are not facing any such difficulties in payments."

Overcoming Hurdles

When asked about execution of products irrespective of breakdowns, Gupta was quick to add about the BEHL project. "The project involves the construction of HVDC building for Power Grid Corporation of India Limited in Agra, Uttar Pradesh. Despite facing many challenges, we successfully executed the project with in stipulated time. We have been selected by BHEL after they disqualified two other vendors in the industry. We faced payment delays and other approval related issues but managed to accomplish the project", he concludes. ■

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New Zealand, Asia and now in India," says Choudhury.

The company is constantly evolving and introducing some of the most leading and innovative solutions in steel roofing, cladding and structural decking. He further says, "Our brands are associated with almost all major projects in the country like infrastructure especially for Railways, Metros, BRTS to name a few, large and medium manufacturing facilities, warehouses, airports, stadiums, resorts, schools etc. to name a few."

Quality, durability and aesthetics are the 3 main pillars according to Choudhury. According to him, the customisation is the foundation of the offerings that enables freedom to design and deliver any shape, size or requirement of the customer.

Innovations globally

Indian roofing and wall cladding industry is poised for a sustainable growth and is preparing for the next generation of ambitious projects. Major shift is observed from clay tiles and conventional roofing system to metal cladding solutions. Customers are looking for architectural solutions which provide innovative shapes in addition to new attractive colours

"Keeping pace with the need of the hour, we are preparing for the next generation of ambitious projects," says Choudhury about the innovations in the area.

"Typically industry is shifting from screw down roofing system to conceal fixed roofing system with innovative shapes of buildings such as concave and convex. We are working on creating a future that is comfortable not just for people but for the environment too. Be it aesthetics, durability, longer life span or sustainability; we have a solution that addresses anyone who wants to build a steel structure," adds Choudhury.

Procurement practices & Payment concerns

The company has procurement policy and procedures that are well laid out and documented. Transparency, code of conduct and the respect given to vendors help in procuring the high quality raw material at the right cost. Vendors are eager to be associated with us and hence ensure good service support. "We have recently introduced new age software that ensure swiftness in our sourcing cycle. Advance analytical tools for streamlining operations and capturing customer requirements also keeps us updated on customer needs. To meet the increasing demands of the customers, we focus our efforts and management strategies in meeting these needs through continuous improvement of our products and processes," says Choudhury.

He concludes saying, "Our stringent procurement processes and inventory management systems enable delivery of high quality products in stipulated lead time to our customers." ■