


COLORBOND® steel;

Enabling Business Success for FMCG Sector



Fast moving consumer goods (FMCG) industry is the 4th largest sector in Indian economy. FMCG companies are identified by their ability to give consumers products that are highly demanding, developing a relationship of trust and loyalties. Quick to leave their shelves with dispatches in high volumes, these goods require handling with care. Every day new breakthroughs are being developed in order to heighten efficiency and minimise waste while manufacturing, storing or transporting them.

Of recent times the advantages of scale or mass have significantly diminished in the consumer market space in India. Contract manufacturing, with organised retail, digital infiltration and sourcing transparency have allowed many smaller players to set up, operate and thrive in a nimble manner. Significant improvements in ease of doing business, renewed enthusiasm towards entrepreneurship due to Make In India, and ability to identify and target micro segments have allowed players to flood the market with products catering to specific customer needs. Sub-contracting has gained immense attention by big players who are taking advantage of the local manufacturing capabilities.



To succeed in a competitive scenario, the focus has shifted on volumes available at lower prices, where producers are constantly under pressure to deliver products with greater variants with an uncompromised production uptime to seize their presence in the market place. Add to this, *changing consumer preferences* demands agility in quickly adapting to newer set up facility, with minimal time loss for quick earnings.

This necessitates units that are made from *robust, high performing and easy on execution building materials*. Additionally, demand for FMCG can be very seasonal, meaning manufacturers must be very *flexible to produce different goods at different times*. It also means that *“faster-time-to-market”* is crucial to win customers. *A quick setup and*

installation of a production line is necessary to achieve this. Since most of the consumer goods fall under shorter life cycle category, which have a definite lifespan; ensuring *adequate temperature* while they are manufactured is critical.

Roofing, is a critical building component that provides longevity to the entire structure along with protection of goods during extreme weathers.

Addressing these complex demands of India's fastest growing sector and maintain its competitive advantage; COLORBOND® steel from Tata BlueScope Steel ensures your goods are in safe hands.





Corrosion resistance

One of the primary concerns of an FMCG is exposure to toxic emissions as most of them are situated in Industrial zones, under challenging environmental conditions. COLORBOND® Steel has high quality paint system in built, which is resistant to the above conditions and outlasts other roofing materials.



Quick Installation

COLORBOND® steel is easy and quick to install and can be installed over existing roofs also, saving costly tear off. With shorter lead time, agility in material transportation along with constant tracking, makes COLORBOND® a brand to reckon with, especially for owners looking for early occupation.



Low Maintenance

COLORBOND® steel consists of three key components that contributes to the overall performance of the roof – the steel base that provides strength, metallic coating of 55% Al-Zn alloy coating that ensures anti-corrosion performance & innovative Super Durable Polyester Paint that provides high resistance to chipping, peeling and cracking. Ensuring low maintenance, thus optimising investment.



Cool Comfort

COLORBOND® steel backed by THERMATECH™ Technology with high solar reflectivity, reduces the inside temperature by upto 5° Celsius; thus ensuring thermal comfort. Being an energy efficient roof, it also reduces the overall energy cost.



Environment Friendly

Metal roofing is 100% recyclable, and is one of the most re-used products. It's not only efficient to transport, but also contributes to less on-site wastage, reducing the environmental impact of building sites.

ITC Limited, Kapurtala



Hindustan Unilever Limited, Haridwar



Nivea, Sanand



Colgate Palmolive, Ahmedabad



COLORBOND® ensures that the right technology is given an FMCG company to maintain agility they need to stay competitive whilst confirming very high service level requirements.

Top players in this space such as Colgate Palmolive - Ahmedabad, ITC – Kapurtala, Nivea – Sanand, Hindustan Unilever Limited are few who derive their manufacturing efficiencies under COLROBOND®

roof. Quality and Trust are two core attributes on which COLORBOND® steel was developed and is a tried and tested roofing material for more than 50 years on international grounds. COLORBOND® steel is a fine blend of Experience, Expertise and Frugality (due to its light weight) due to which it continues to expand its relevance within the Indian.