

With over 150 years of Global Excellence and customization being the essence of services, which, enables freedom to design and deliver any shape, size or requirement for customers with best in class construction and engineering practices.

The Emissary  
**PIYUSH NAHAR,**  
GM-Marketing, Tata Bluescope  
is here with us, sharing their  
marvelous clover and much  
more...

VIVA  
VOCE



# PIONEERING AS THE QUINTESSENTIAL ROOFING SOLUTION

**Q What is your take on the current situation of the steel industry in India?**

A Steel industry in India is poised for growth with capacity additions, and, new technologies being deployed to cater to the customer expectations. India's per capita steel consumption is expected to surge due to the double-digit growth in automotive and construction sector; two main growth drivers for steel industry. Big ticket investments pledged by the government on infrastructure projects like metros, rails, roads, airports and smart cities coupled with decent growth in manufacturing and residential segments, will further boost steel consumption. The landscape in this sector is changing with the resolution plans of debt ridden steel companies, under progress.

**Q Indian Infrastructure sector is changing at a rapid pace. What solutions Tata Bluescope offers for this segment?**

A Infrastructure projects in modern times are getting larger, dynamic and more complex as well aesthetic in nature. In such market environment, delivering a project with better efficiency and reliability; using environment friendly, sustainable building materials with greater thermal efficiencies, are top priorities. TBSL offers products and solutions to address these requirements.

LYSAGHT® offers superior quality roofing systems and structural decking solutions. With 100 per cent leak proof performances the brand has become

the most preferred choice for railways and metro projects in India where 90 per cent of the projects (including major metros and monorails stations) are covered by LYSAGHT®. These profiles are made from COLORBOND® steel, one of world's most advanced pre-painted steel products. The Cochin International Airport, the Birsir Airport in Gondia and Jaisalmer Airport have LYSAGHT® profiles ensuring structural stability. Due to superior aesthetics, and, design flexibility the profiles are used for public spaces such as BRTS – Ahmedabad and Val poi Bus Stand Goa which have become an iconic representation.

**Q How does your product offerings make a mark in the Indian steel industry?**

A Customization is at the core of our offerings that enables freedom to design and deliver any shape, size or requirement for our customers with best in class construction and engineering practices. Our PEB division with BUTLER® and ECOBUILD® Solutions supplies customized pre-engineered steel buildings for India's fastest growing segments like warehousing, manufacturing, commercial and infrastructure and offers agile operational efficiencies and design engineering with world-class safety practices supplemented by advanced supply & erection methodologies.

So far, in India our PEB business has delivered more than thousand projects for multinational clients such as Unilever, P&G, Ford, DuPont, BOSCH, GE,

Colgate-Palmolive, Carlsberg to name a few, with 7.8 million LTI free man-hour at projects sites. Our products, made from high strength COLORBOND® steel, with world's most advanced paint technology gives an edge, be it performance or longevity to the overall structure.

With over 150 years of global excellence and more than 30 mn.sq.ft. of cladding in India, since 2010, LYSAGHT® is associated with major projects in Infrastructure segment such as Airports, Rails, Metros, BRTS, large and medium manufacturing facilities, warehouses, stadiums etc. For retail markets, Durashine® Steel is the most suitable solution, especially for applications like row houses, bungalows, resorts, porches, colleges etc. It offers solutions like roof and wall sheets, tile, liner and long line crimp profiles. Benefits like longer life, aesthetics, corrosion resistance etc, come hand in hand with Durashine® Steel. DURASHINE® is an award-winning brand and has been recognized as Asia's Most Promising Brand, India's Number 1 Brand and India's most trusted Brand for Best Colour Coated Steel Sheets. Our business is backed by a strong parentage of Tata Steel and BlueScope Steel, Australia where quality and commitment is priority. Quality, durability and aesthetics are the three main pillars of our differentiators.

**Q What are the challenges faced by the roofing industry as of today?**

A Steel roofing market is majorly driven by growth in large projects, Small and Medium Sized Enterprise (SME) and