



TaBluZtalk

From the EDITOR'S DESK

Issue 3: August 2024

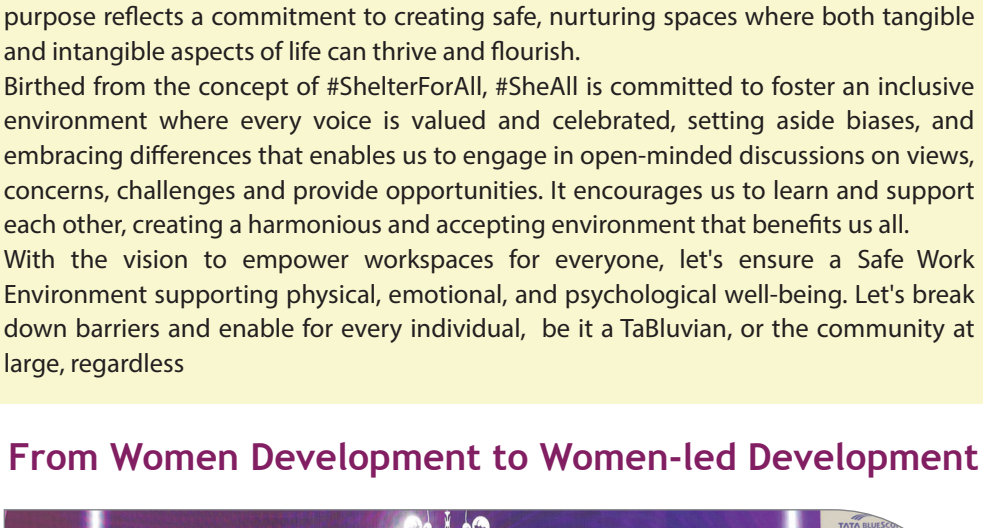
Hello, readers! Welcome to the third edition of TaBluZTalk, a specially curated newsletter for the industry, by the industry, so that you never miss a beat in the happening world of colour coated steel.

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

Brace yourself for an exciting mix this edition, full of expert opinions, empowerment and new tech!

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

#SheAll



TBSPL's higher purpose, #ShelterForAll, is one that encompasses not just physical beings and objects, but also abstract emotions. It aims at sheltering all that is precious, and in need of protection—whether it's people, communities, dreams, or aspirations.

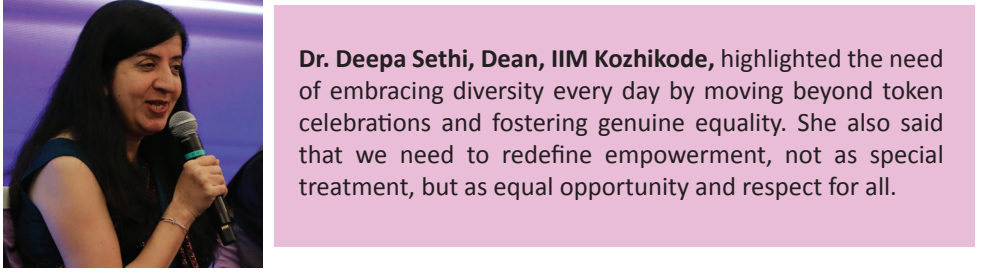
This purpose reflects a commitment to creating safe, nurturing spaces where both tangible and intangible aspects of life can thrive and flourish.

Born from the concept of #ShelterForAll, #SheAll is committed to foster an inclusive environment where every voice is valued and celebrated, setting aside biases, and embracing differences that enables us to engage in open-minded discussions on views, concerns, challenges and provide opportunities.

It encourages us to learn and support each other, creating a harmonious and accepting environment that benefits us all.

With the vision to empower workspaces for everyone, let's ensure a Safe Work Environment supporting physical, emotional, and psychological well-being. Let's break down barriers and enable for every individual, be it a TaBluvian, or the community at large, regardless

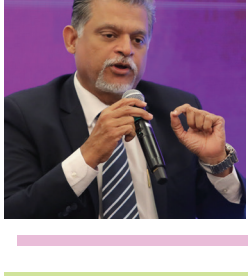
From Women Development to Women-led Development



Women empowerment is not just a buzzword any longer, it demands action. It drives economic growth, enhances health and education, and promotes gender equality. As a global priority, it transforms societies and drives sustainable development, addressing violence and discrimination.

According to the World Economic Forum, India has closed 64.1% of its gender gap in 2024, leaving us all with a huge window of opportunity to do better.

As part of its promise of sheltering well-being and upliftment for all, Tata BlueScope Steel launched #SheAll, a unique initiative fostering empowered workspaces and opportunities for TaBluvians, as well as the community. With a vision to progress from Women Development to Women-led Development, TBSPL presented a spectrum of thoughts from industry leaders at the second chapter of Prarambh, held in Kochi.



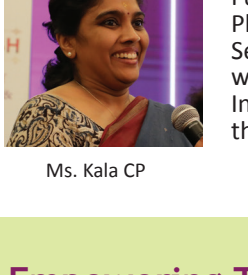
Dr. Deepa Sethi, Dean, IIM Kozhikode, highlighted the need of embracing diversity every day by moving beyond token celebrations and fostering genuine equality. She also said that we need to redefine empowerment, not as special treatment, but as equal opportunity and respect for all.



Keshav Chandra, Former Railway Board Member challenged the singular pursuit of academic excellence, emphasizing the holistic development crucial for shaping well-rounded individuals. He also spoke about how Railways, the largest employer in the world, reaches every nook and corner of the country and touches all kinds of people, striving to create an ecosystem where everyone feels included.



Ishwar Achanta, President of Federation of Association of Stevedores emphasized the broader scope of inclusion, stressing the significance of appreciating diverse perspectives and fostering a culture of respect. He also spoke about his experience at sea and how stereotypes have since been broken, citing examples such as Sonali Banerjee, India's first woman marine engineer, and Radhika Menon, the first female captain of the Indian Merchant Navy.



Chittaranjan Samantary, Head of Projects, Pan IIT Alumni Reach for India Foundation underscored the transformative power of education in creating a more equitable society, particularly for underprivileged communities, as well as nurturing future leaders, equipping them with the skills and mindset to lead inclusively.



Mahalaxmi Sarvanan, Founder of Women Entrepreneurs India reiterated the pivotal role of supporting women entrepreneurs in driving economic growth and fostering inclusivity for societal progress. Collectively, their insights highlighted the multifaceted approach necessary for genuine empowerment and inclusive societal development.



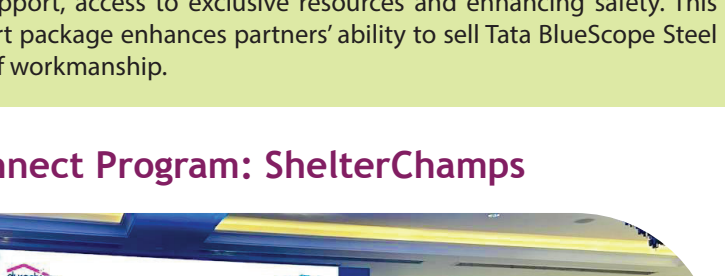
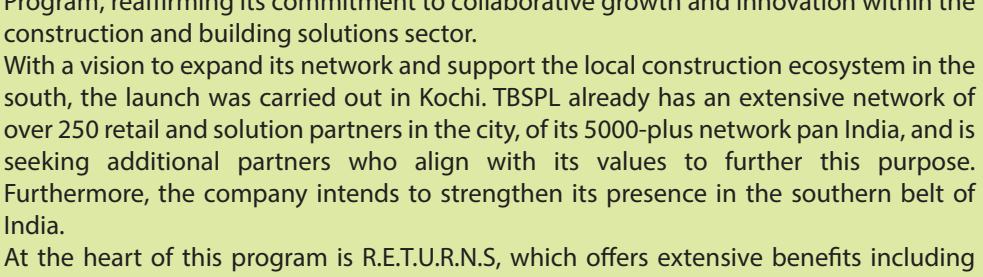
#SheAll in its true essence! Further, BP Infra Business' partners, Ms. Shruti Plaha, Project Manager, Mansarovar Product & Services, and Ms. Kala CP, Forms Construction, as well as Co-founder, Centre for Development of Innovative and Sustainable Construction, shared their journeys of hard work and resilience.



Ms. Kala CP

Ms. Shruti Plaha

Empowering Those Who Empower Us



Infrastructure is a key enabler in helping India become a developed economy. Investments in building and upgrading physical infrastructure, especially in synergy with the ease of doing business initiatives, remain pivotal and for TBSPL, its BP Infra Partners play a key role in enabling growth and development.

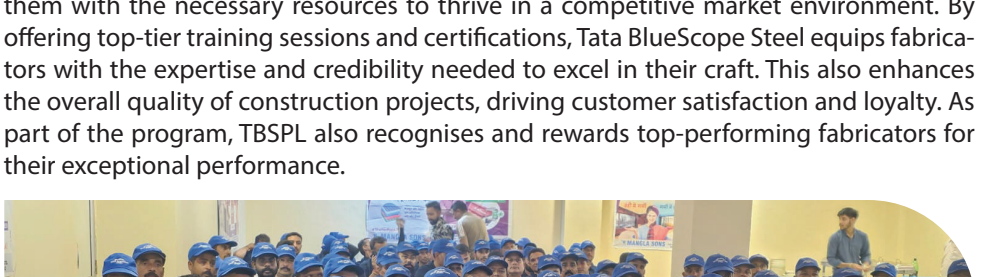
Tata BlueScope Steel officially introduced its ground-breaking 'BP Infra Partner Connect Program', reaffirming its commitment to collaborative growth and innovation within the construction and building solutions sector.

With a vision to expand its network and support the local construction ecosystem in the south, the launch was carried out in Kochi. TBSPL already has an extensive network of over 250 retail and solution partners in the city, of its 5000-plus network pan India, and is seeking additional partners who align with its values to further this purpose.

Furthermore, the company intends to strengthen its presence in the southern belt of India.

At the heart of this program is R.E.T.U.R.N.S, which offers extensive benefits including training, marketing support, access to exclusive resources and enhancing safety. This comprehensive support package enhances partners' ability to sell Tata BlueScope Steel products and quality of workmanship.

Fabricator Connect Program: ShelterChamps



In keeping brand belief, Tata BlueScope Steel, leaders in color coated roofing and cladding solutions, launched 'ShelterChamps' for its fabricators.

Recognising their pivotal role, ShelterChamps is designed to empower fabricators, offering a comprehensive suite of benefits aimed at enhancing their skills, financial security, and professional growth. Safety first is a priority for TBSPL and therefore the loyalty program includes medical insurance for fabricators and their spouses, as well as accidental insurance for fabricators and their workers.

Additionally, TBSPL is also supplying essential tools and safety gear to safeguard worker well-being.

At the heart of ShelterChamps is a commitment to upskilling fabricators and providing them with the necessary resources to thrive in a competitive market environment. By offering top-tier training sessions and certifications, Tata BlueScope Steel equips fabricators with the expertise and credibility needed to excel in their craft. This also enhances the overall quality of construction projects, driving customer satisfaction and loyalty.

As part of the program, TBSPL also recognises and rewards top-performing fabricators for their exceptional performance.



Empowering the Architectural Landscape in India and Beyond!



In our commitment as pioneers of pre-painted steel in India, supported and well-researched by our worldwide experience of over 100 years in the world's leading BlueScope Steel, TBSPL is proud to introduce Next Gen COLORBOND® steel in its improved version using Ultra Durable Polyester (UDP) paint technology - superior in its functionality, durability, and aesthetic benefits.

Next Gen COLORBOND® steel is an innovation that offers high corrosion resistance up to 25 years with AZ150 coating and with up to 12-year excellent colour performance. The unique Ultra Durable Polyester (UDP) paint system technology includes improved gloss retention, improved chalking resistance and excellent resistance to colour fading, resulting in long lasting aesthetic appearance.

The UDP Paint System will play a key role in creating new age, sustainable architectural structures with greater investment benefits. COLORBOND® steel has been extensively used for infrastructure and commercial development of several projects such as railways, metros, airports, manufacturing hubs, warehouses and PEBs.

#ShelterForAll Story Time!



#ShelterForAll Real Stories

During a storm in Rishikesh back in 2022, a tree fell onto a DURASHINE® roof. While the local sheets were damaged, our DURASHINE® sheets remained intact, and the structure stood firm, providing a secure shelter during even the most adverse weather.

It's TaBluZTalk Quiz Time!

How well do you know the steel industry?

Q1

What is the purpose of Anti-Capillary Groove in roofing sheets?

A. Improving aesthetics

B. Leak-proofing buildings—brakes the capillary action and stop water entry inside the building at side laps

Q2

Which profile is best for low slope (< 2 deg) building?

A. Wider valley (>400mm) and high ribs (>50mm) profile best for low slope building

B. Narrow valley and low rib profile best low slope building

Q3

What are the benefits of High Strength Steel over soft grade steel?

A. Saves around 20% of overall steel saving in good size project

B. Higher strength to weight ratio

C. Better spanning capability

D. All above

Q4

What is the purpose of small ribs / stiffeners in a wider valley profile sheet?

A. Help to reduce oil canning effect and increase profile strength

B. Increases the roof cracking noise during temperature changes

C. Helps accumulate water in valley

D. No technical benefits

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

Key to Quiz Answers, Edition 2

1. At what position is India ranked in steel production in the world? | Ans: B. Second
2. What is India's metal-coated roofing and walling market size? | Ans: D. Between 3.1- to 4 million tons/annum
3. What is the full form of SRI in IGBC- Green Buildings rating? | Ans: B. Solar Reflectance Index
4. How much temperature reduction can be achieved using COLORBOND® steel's ThermoTech® technology? | Ans: A. Up-to 6° C and up-to 15 % electricity saving