**Kerala’s Infrastructure Growth Drives Rising Demand for Colour-Coated Steel**

*Tata BlueScope Steel empowers local dealers and builders with climate-resilient coated steel solutions tailored for Kerala’s unique terrain*

**India, 7th July 2025**: As Kerala experiences a surge in infrastructure and housing development, spurred by urban expansion, resilient post-monsoon reconstruction, and eco-conscious building trends, the demand for durable, weather-resistant construction materials is growing exponentially. In this context, colour-coated steel is emerging as the preferred choice for builders and homeowners alike, offering superior corrosion resistance, thermal efficiency, aesthetic appeal, and ease of installation.

Given Kerala’s unique topography and coastal climate, which includes prolonged monsoons, high humidity, and saline conditions, the need for roofing and cladding materials that can withstand extreme weather is paramount. Colour-coated steel products offer an ideal solution as they are lightweight, easy to install, and engineered for longevity.

To address this emerging need in Kerala, Tata BlueScope Steel, a leading producer of colour-coated steel, offers a region-specific portfolio of advanced steel solutions to Kerala’s builders, contractors, and homeowners. From cyclone-prone coastal zones to flood-affected interiors, the company’s premium products are engineered for performance, protection, and aesthetics.

With a commitment to delivering best-in-class products driven by quality and technological advancement, Tata BlueScope Steel’s products are the result of years of research and engineering excellence.

The company’s diverse product portfolio includes globally renowned brands such as COLORBOND® steel-one of the world’s most advanced pre-painted colour coated steel products for the building and construction industry, equipped with THERMATECH® solar reflectance technology that can reduce roof temperatures by up to 6°C, enabling homes, especially in Kerala, to stay naturally cooler and more energy efficient. ZINCALUME® steel, with its superior corrosion resistance, is a dependable solution for Kerala’s saline and coastal zones. Meanwhile, DURASHINE®- India’s number-one colour-coated roofing continues to offer high-performance protection with aesthetic appeal, making it the preferred choice for semi-urban and rural markets.

In Kerala, this product depth translates into tangible advantages for local builders and homeowners, from stronger, longer-lasting roofs in flood-prone districts to cooler, thermally efficient structures in high-heat zones. Tata BlueScope Steel’s expanding reach across Kerala is empowering both consumers and dealers with access to trusted, high-performance materials.

**Priya Rajesh, Chief Marketing Officer, Tata BlueScope Steel**, commented*, “Today’s infrastructure demands materials that combine strength with reliability. Our vast portfolio empowers builders and dealers to deliver structures that stand the test of time. Each product in our portfolio is designed with a deep understanding of local requirements and global benchmarks. This is how we’re shaping a future where steel drives both economic growth and environmental stewardship.”*

In addition, Tata BlueScope Steel’s ongoing project, Project Vistaar, continuously empowers local dealers and businesses with premium, durable steel solutions to create growth opportunities in emerging urban markets and further strengthens its outreach. The company is empowering smaller markets to confidently rise to the challenge of modern infrastructure demands by expanding access to world-class products.

However, Tata BlueScope Steel’s mindset extends beyond business, focusing on a stronger, more unified India. Through its purpose driven initiative #ShelterForAll, the company is meeting vital shelter-related needs across the nation. These structures, ranging from disaster-resilient homes to community health centres and livestock shelters, are not simply buildings, but symbols of progress, protection, and purpose through colour-coated steel.

By actively engaging in its initiatives, Tata BlueScope Steel proudly upholds its legacy of nation-building and social responsibility. Steered by values of trust, sustainability, and community development, the company is not only building infrastructure but also contributing to the future of India. Each sheet, structure, and shelter it provides is a step towards a more resilient India.

**About Tata BlueScope Steel:**

Tata BlueScope Steel Private Limited (TBSPL) is committed to build India's promising future, by unlocking the potential of its people, and technology, creating architectural marvels in steel. Backed by a trusted legacy, Tata BlueScope Steel is a leading player within the colour-coated steel industry. With a focus on customer-centric solutions backed by innovation and sustainability, our team of experts uniquely addresses the opportunities and challenges of our customers, communities, and the planet at large. An equal joint venture between Tata Steel and BlueScope, Tata BlueScope Steel is an epitome of business integration that designs, manufactures, distributes, constructs and services a wide portfolio of coated steel building and construction solutions. The company’s offerings include cladding solutions in the form of coils, profiles, structural products, and accessories. With 7 state-of the-art manufacturing facilities located strategically pan India & over 6,000 touch points and sales offices; Tata BlueScope Steel offers a closer-to-customer experience through its wide presence. Headquartered in Pune, Tata BlueScope Steel employs more than 1000 employees committed to strengthening a more prosperous India, through its corporate responsibility priorities critical to healthy communities: education, environment, and quality of life!

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