**Tata BlueScope Steel’s Vistaar Initiative Expands Dealer Network in Vidarbha**

**Pune, 17th March 2025:** Tata BlueScope Steel, successfully conducted a Walk-In Registration Drive under its Vistaar Initiative, aimed at appointing new dealers in the Vidarbha region. Held on March 8, the event witnessed an encouraging response, further strengthening Tata BlueScope Steel’s footprint in the region.

The registration drive saw participation in huge numbers, who gained valuable insights into the DURASHINE® dealership program, its benefits, and Tata BlueScope Steel’s high-quality product offerings.

The event attracted individuals from 10 key districts of Vidarbha—Nagpur, Wardha, Amravati, Akola, Bhandara, Gondia, Gadchiroli, Yavatmal, Washim and Chandrapur—reflecting the growing interest in dealership opportunities and the brand’s expanding reach.

A special highlight of the event was the participation of women entrepreneurs, including representatives of Mahila Bachat Gat, a women’s self-help group. In recognition of International Women's Day, Tata BlueScope Steel felicitated these women, celebrating their entrepreneurial spirit and their role in empowering local communities.

"The overwhelming response to the Vistaar Initiative reaffirms our commitment to providing valuable business opportunities in Vidarbha and expanding our dealer network. By connecting with aspiring entrepreneurs, including women-led businesses, we aim to create a more inclusive and robust distribution network for our high-quality steel solutions," said **Priya Rajesh, DGM Marketing & Corporate Communication, Tata BlueScope Steel**.

With strong focus on dealer empowerment and regional expansion, and Tata BlueScope Steel’s ultimate purpose of #ShelterForAll, the organization remains dedicated to strengthening its presence in Vidarbha.  Tata BlueScope Steel is committed to delivering best-in-class roofing and walling solutions, setting new benchmarks in quality, durability, and performance. To expand accessibility, Tata BlueScope Steel has planned several Vistaar programs nationwide in the coming months. Initiatives like Vistaar not only bring superior steel solutions closer to customers but also drive sustainable growth for Tata BlueScope Steel's partners.