

**Vistaar Initiative Set to Expand in Kochi After a Successful Run in Nagpur**

**Kochi, March 25th, 2025 –** After the overwhelming success of the Vistaar Initiative in Nagpur, Maharashtra, the momentum continues as Tata BlueScope Steel Pvt Ltd (TBSPL) brings its dealership expansion drive to Kochi. To be held on Wednesday, March 26, the event aims to onboard new dealers and strengthen the presence of the company’s DURASHINE® products in the region.

The Vistaar Initiative has drawn interest from a diverse mix of entrepreneurs, small business owners, established fabricators and emerging dealers, seeking to venture into the roofing and cladding business and exploring opportunities to integrate into the sector through dealership and supply chain collaborations.

"Kochi presents a unique opportunity for Tata BlueScope Steel to build a stronger dealer network while addressing the market's distinct challenges. By strengthening our dealer partnerships, we are not only ensuring seamless market access but also enabling them to grow and contribute meaningfully to the region’s expanding steel sector," said Priya Rajesh, DGM Marketing & Corporate Communication, Tata BlueScope Steel.

The Walk-In Registration Drive invites a diverse group of potential dealers, eager to explore the benefits of partnering with DURASHINE®, the company’s flagship retail brand offering high-quality colour-coated steel solutions for roofing and wall applications. Encouraged by the success of the Nagpur event, the Kochi edition of Vistaar is expected to attract a strong turnout. Attendees will gain insights into the lucrative opportunities of a DURASHINE® dealership, the wide product portfolio. The event will also serve as a platform to connect with industry leaders and fellow entrepreneurs looking to make a mark in the sector.

The Vistaar Initiative has helped fabricators and dealers leverage these high-quality products to cater to large-scale infrastructure projects, enhancing the built environment. With the launch of Vistaar in Kerala, the aim is to foster partnerships that will drive infrastructure growth and provide superior roofing and cladding solutions for key projects in the region.

As TBSPL continues its journey across key markets, it is excited to welcome aspiring dealers in Kochi who are eager to be a part of DURASHINE®'s growing network.