

## " RINL HAS EMERGED AS A 'MINI RATNA' AFTER PASSING THROUGH TURBULENT TIMES - Sri Y.SIVA SAGAR RAO"

"Novel initiatives by the VSP management and the concerted efforts of RINL collective have put VIZAG STEEL on top of Indian Steel Industry said Sri Y.SIVA SAGAR RAO, CMD while briefing the Panel of Judges at a meeting held at the Main Conference Hall, today. The panel of judges interacted with the top management of VSP, today.

"In spite of the significant rise in raw material prices, RINL could ensure sustainable growth in production, sales and techno-economic parameters during the year 2005-06. It is note worthy to mention that almost all the production units operated over 120 % of the rated capacity. Initiatives by the management led to enhanced customer focus, strengthening communication and improvement in process management", Sri Sagar Rao said.

"The present expansion works are in full swing and a Road map was made to expand RINL's capacity to 16 Million tons by 2017-18" Sri Rao said. Strategic focus has been on Research and Development and on value added steel. We are paying attention on renewable energy and have taken initiatives to widen our marketing network by penetrating into the rural market with a view to promote the usage of steel in the rural areas ' Sri Rao added.

As a responsible Corporate citizen, we will be spending 2% of our net profit towards Corporate Social Responsibility activities to provide quality life style to the people in the surrounding villages of VSP. Sri Rao informed the Panel of Judges that RINL is the first steel plant in the country to have ISO certification to the Personnel, Finance and vigilance as individual departments respectively. Sri Rao said that prudent financial management has improved the bottom line and image of RINL in the steel industry.

Highlighting the new strategies, Sri Rao informed that efforts are on to sign an MOU with NTPC for setting up of a 100 MW capacity power plant at VSP based on lean gas which will be first of its kind in India. Efforts of RINL in investing to the tune of Rs.240 crores in laying a direct pipe line from Godavari to the Yeleru canal has not only removed the "Water scarcity" but has resulted in providing "Water Security" not only to VSP but also to Vizag city.

The Panel of Judges have interacted with Sri Y. SIVA SAGAR RAO, CMD, RINL, VSP directors and various associations like Women in Public Sector(WIPS), Trade Unions, Steel Executives' Association, Viswakarma Awardees, Quality circle awardees, Best suggestors. Earlier a Corporate Presentation on 'RINL's performance during 2005-06 was made to the panel of Judges. Presentations on "People Management" & "Customer Satisfaction" were also made to the committee. The Panel of Judges planted tree saplings at Community Welfare Centre-2 and have appreciated the excellent presentation and appreciated RINL's commitment and initiatives to emerge as a World Class organisation.

