

Rashtriya Ispat Nigam Limited
Visakhapatnam Steel Plant
Visakhapatnam
Corporate Communications Department
Media Release

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RINL established its brand image as a "Unique Quality Steel Producer" : Sri. P.Madhusudan,CMD-RINL

*Sports infrastructure in Ukkunagaram is impressive: Ms PV Sindhu. RINL Formation Day celebrations got off to a glittering start with Sri P Madhusudan, CMD,RINL and Padmasri PV Sindhu, "Brand Ambassador of Vizag Steel" participated in a variety of programmes in Ukkunagaram today. CMD, Directors, CVO of RINL and Ms PV Sindhu, planted saplings, flagged off bicycle rally and inaugurated Visteel Mahila Samiti Sports Day at Col CK Naidu Ukku Stadium. Later, she played an exhibition match with RINL CMD, Directors and Hon" President and President of VMS, Smt Gouri Annapurna, Smt Bindoo Mohapatra respectively in Ukku Indoor Stadium. She interacted with children of Ukkunagaram schools.



PhotoCaption:

Addressing the participants, Sri Madhusudan, CMD,RINL explained the successful journey of RINL during the last three and half decades as a quality and premier steel maker and expressed happiness at Ms Sindhu for joining the celebrations in Ukkunagaram. The similarities of RINL and the synergy with Ms Sindhu would help the Company to reach to greater heights in promoting its brand image, domestically and globally, he added. Ms Sindhu, dressed in a dark maroon tea shirt with Vizag Steel logo, expressed her profound gratitude to the management for reposing trust on her for becoming a "Brand Ambassador of Vizag Steel". She observed that sports infrastructure in Ukkunagaram is very much impressive and exhorted the children to play with determination and commitment to bring laurels to the organization. Sri PC Mohapatra, Director (Projects), Sri DN Rao, Director (Operations), Sri P Raychaudhury, Director (Commercial), Sri KC Das, Director (Personnel), Sri B Siddhartha Kumar, IFS,CVO and senior officials of

RINL participated in the celebrations. Sri MS Kumar, AGM(Sports) co ordinated the programme. Union leaders, representatives of unions, Steel Executive Association Visteel Mahila Samiti, WIPS, SC&ST association and large number of school children and residents of Ukkunagaram participated on the occasion. RINL CMD inaugurates "Customers Meet" with Ms Sindhu's participation. Sri P Madhusudan, CMD, disclosed that RINL has emerged as one of the top three major steel producers in the country as far as quality and customer satisfaction is concerned. While inaugurating the "all India Customers Meet-2017" organized RINL Marketing department, Sri Madhusudan said that higher levels of operations with strict adherence to safety standards, rolling of new grade products with unique quality to suit to customer needs, coupled with customers satisfaction have enabled RINL to establish strong presence in the market. He said that Ms Sindhu is a great inspiration for RINL in promoting its brand image not only in India but also abroad. He exhorted the customers to come forward for further fostering the relations with RINL, who always believe customers as their partners in the progress. Ms Sindhu observed that RINL is known for quality products and the support extended by RINL would definitely bring more laurels to the Company and reap benefits to the organization as a "Brand Ambassador of Vizag Steel". Earlier, in his welcome address, Sri P Raychaudhury, Director (Commercial),RINL mentioned that RINL is taking several initiatives for digital marketing, e-platform in the sale of by-products, export of steel, increasing RINL's presence in the rural market. Sri PC Mohapatra, Director (Projects), Sri DN Rao, Director (Operations) spoke on the occasion. A presentation was given highlighting the initiatives and introduction of new value added steel products by Marketing department. The dignitaries interacted with the customers on the occasion and later presented awards to the best customers. Regional Managers, Branch Managers of RINL, Customers from all over the country participated in the meet. Sri V Ugesh, DGM(Marketing) proposed vote of thanks. JN Awards: Sri P Madhusudan, CMD, RINL presented Jawaharlal Nehru Awards to both executives and non-executives for their outstanding performance in their respective work areas to mark the occasion.. A colorful cultural programme with the in-house talent enthralled the audience on the occasion.



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