

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

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## **RINL CMD inaugurates All India Special Steel Customers' Meet**

Sri P Madhusudan, CMD, RINL has said that RINL is focusing more on producing Special Steel/Value Added Steel with the introduction of new technologies in the Mills and accordingly strategies were drawn up to improve the RINL market share in the Special Steel segment in the country. He made this observation while inaugurating the "All India Special Steel Customers meet" organized by Marketing Department of RINL in Ukkunagaram on October 24th.



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Addressing the customers, Sri Madhusudan said that "Special Steel" plays a significant role in the present market conditions in improving the brand image and would contribute in enhancing the bottom-line of the organization. RINL is presently emphasizing on improving the efficiency and ramping up of production from the expansion units to achieve cost competitiveness, he said. Sri Madhusudan informed that RINL has completed the modernization of existing units with the blowing-in of Blast Furnace-2 -- KRISHNA and expressed confidence that RINL would fare better during the current financial year with the operation of all the three Blast Furnaces. He exhorted the customers to come out with useful deliberations/suggestions to improve the Special Steel products being rolled out from VSP. Welcoming the customers, Sri P Raychaudhury, Director (Commercial), RINL mentioned that the meeting was aimed to cement the relations with the special steel customers and carry forward the business further in special steel segment in the country. He said that RINL is working to meet the requirements of special steel customers to improve the market share in the country. Sri PK Rath, Director (Operations) said that RINL is expecting to produce over 20% of Special Steel of total production and is all set to improve the performance significantly this year. Sri OR Ramani, ED(Works) I/c, Sri SK Chakrabarti, General Manager (Marketing) I/c , Senior

officials from Rolling Mills, Operations, Marketing participated in the meeting. Special Steel Customers from Automobile Industry, Indian Railways, General Engineering etc from all over India took part in the meeting and later interacted with the officials in connection with Special Steel products and their requirements etc. Later, the customers were taken around the major production units and Steel Rolling Mills and they interacted with senior officials at the site.



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