

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

Dated : 26-Jan-2018

## **Sri P Madhusudan, CMD, RINL advocates Panchatantra for success**

RINL, Visakhapatnam Steel Plant joined the Nation in celebrating the 69th Republic Day with patriotic fervor in Ukkunagaram today. Sri P Madhusudan, CMD, RINL unfurled the National Flag, took the salute and inspected the guard of honor accorded by the CISF Jawans, Home Guards, school children of Ukkunagaram at the sprawling Trishna Grounds in the township.



PhotoCaption:

Addressing the large number of employees and their family members, Sri Madhusudan advocated Panchatantra i.e 5 "E"s for the success of the Company. The 5 "E"s stands for Elevate the levels of performance through higher volumes, production etc, Expand the horizons of operations and geographical presence through market penetration, development of new products etc, Enhance the commitment towards safety, house keeping, energy efficiency, R&D etc, Exhibit a corporate culture through leadership in timely completion of projects & tasks, demonstration of high levels of transparency etc; and Ensure compliance of all statutory requirements, expansion of green cover and strict adherence to operational discipline etc. Sri Madhusudan said that RINL made significant strides in all fronts with many new peaks registered in 2017 and the Finished Steel production grew by 24%, Captive Power generation up by 21%, Labour Productivity by 15%, PCI by 100%, Blast Furnace productivity by 7% etc. The production from the expansion units were ramped up and the utilization levels are reaching decent levels, he said and added that the focus on safe operations continued in the year, in an endeavor to create safe working environment to the workforce. Sri Madhusudan mentioned that focused marketing initiatives helped RINL recorded a growth of 18% in Sales Volume despite "Periods of Lull" in the markets. He said that RINL had successfully forayed into coastal shipping for the first time as an alternative to the present modes of logistics. Sri

Madhusudan disclosed that 7.3 Mtpa capacity has been completed with the commissioning of Caster-4 and called upon the collective of RINL to exhibit mettle through concerted efforts for a significant turnaround and handsome growth. Sri PC Mohapatra, Director (Projects), Sri P Raychaudhury, Director (Commercial), Sri KC Das, Director (Personnel), Sri VV Venugopal Rao, Director (Finance), Sri PK Rath, Director (Operations), Honorary President of Visteel Mahila Samiti, Smt Gouri Annapurna, Smt Bindoo Mohapatra, President of VMS, Sri Irfan Ahmed, Commandant, CISF, Executive Directors, GMs, Senior Officers, representatives of SEA, Unions, SC&ST Association, Visteel Mahila Samiti, WIPS and large number of employees participated in the celebrations. School children of Ukkunagaram presented a scintillating dance performances depicting Gram Swaraj, Swachh Bharat to mark the occasion. A Dog show by CISF personnel is a special attraction for the gathering. The CISF special Commandos also exhibited their skills and demonstration in combating the attacks, highlight of the event.



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