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Customers are the strength to RINL: Sri P Madhusudan,CMD

Sri P Madhusudan, CMD,RINL said that markets started signs of recovery in the Steel Industry during the current year and RINL registered a notable performance during 2017-18 (provisional turn over Rs 16,500 crores) and is all set to register net profit during the current year by leveraging the advantages of expansion and modernization of 7.3 mtpa stage. He said that with the increase in saleable steel volume, RINL is adopting "Multi-mode Transport System and End to End" logistics support. RINL in this direction, is taking various marketing initiatives besides focusing on meeting the requirements of customers with proper product mix, he added.



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Sri Madhusudan made this observation while inaugurating the "All India Customers Meet 2018" at Visakhapatnam today. Addressing the customers, Sri Madhusudan said that customers are the partners and the strength to RINL in its journey of success. He said that logistics play a vital role and RINL is focusing on coastal shipping to further scale up the dispatches to various destinations. He called upon the customers to interact freely to further strengthen the relations and increase the presence of RINL in the country. Sri P Raychaudhury, Director (Commercial) RINL said that RINL is continuously meeting the customers frequently to strengthen the bond with them to propagate the brand image of RINL and also to meet the requirements of the customers. In fact, RINL is drafting its Marketing Policy keeping their requirements and expectations to further improve the product mix, he added. Sri PK Rath, Director (Operations) said that RINL is targeted to produce 6 mt of Liquid Steel and 5.5 mt of Saleable Steel during 18-19 and mentioned that RINL has commissioned the 4th Caster and will roll out 450 Dia Rounds shortly to suit the requirements of customers. Sri VV Venugopal Rao, Director (Finance), RINL participated in the meeting

and interacted with the customers. Sri SK Chakrabarti, GM(Marketing) I/c in his welcome address acknowledge the support of customers to RINL and highlighted the initiatives to further improve the brand image of the Company. Large number of customers from all over India took part in the meeting. Marketing Department in its presentation highlighted the performance and launching of new products, special steel etc. Later, customers interacted with Sri Madhusudan, CMD, Directors related to various issues, supply of required products, quality aspects etc, and made suggestions for contributing for betterment of RINL presence on PAN India basis. RINL has improved its market share of Bars and Rods from 8.4% to 9.5% from 16-17 to 17-18 (Upto Feb 2018). With realization of rated capacities of expansion and modernization projects by 2018-19, the market share of RINL is poised to improve further.



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