

**RASHTRIYA ISPAT NIGAM LIMITED
Visakhapatnam Steel Plant**

Marketing Department

Marketing Dept. introduction

The customers are the most important stakeholders of the company and RINL strongly believes the following Quote of Mahatma Gandhi on relation of customer with the business.

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so”

RINL makes efforts on continuous basis to provide customized products and services to meet the needs and expectations of the customers and resolving interface issues on a continuous basis and works towards improving customer satisfaction.

1. The various market segment and its details for RINL products.

RINL operates in both domestic and international markets. Presence in the international markets not only help in realizing opportunity for export of products but also in maintaining its quality standards at international level.

RINL is in the long products segment of steel markets and produces and supplies products like TMT bars, wire rods, rounds, structural, squares and semis. The customer groups of RINL are categorized into the following groups.



RINL enters into annual MOUs with domestic customers i.e. Project customers, Industrial users, Retailers, NSIC and SSICs and Rural Dealers for supply of products. These MOUs help RINL is

steady despatches and the customers in meeting their requirements during the years through steady supplies.

1. **Project Customers :** RINL's products like TMT bars and structural find application in construction sector. About 25% of the products of RINL are sold to this segment

RINL is proud to be associated with India's prestigious projects like **Delhi Metro, Mumbai-Worli Sea Link and Express Highway Projects** etc. RINL supplies to various infrastructure projects in the country like major metro rail projects, airports, sea ports, highways, refineries, power plants etc.

2. **Industrial Users :** RINL supplies its products like wire rods, rounds, squares and semis to manufacturing sector. The products are supplied to various sectors like forging, fasteners, bright bars, etc. and used as raw materials in engineering industry, automobile sector, railways etc. Various components like engine parts, shafts, axles, pins, screws, nut, bolts, gear box, electrodes, nails etc. are manufactured from these products. Squares produced in value added grades from MMSM are used for manufacturing of TLT grade structural.
3. **NSIC/SSICs :** Ministry of Steel allocates steel products from the main producers like SAIL, RINL and Tata Steel to the Corporations i.e. National Small Industry Corporation (NSIC) and Small Scale Industry Corporations (SSICs) located in various States. These supplies are in line with the policy of GOI to ensure availability of raw materials to MSMEs. In order to ensure that small scale industries obtain these raw materials at reasonable prices, the Govt. provides nominal handling charges of approximately Rs 500 to Rs 550 per tonne to the Corporations, so that the Corporations supply steel materials at the doorstep of SSI units. In line with this, RINL supplies steel products to NSIC and SSICs in various states.
4. **Retailers :** Retailers form an important channel of distribution of RINL. This channel takes functions as channel of distribution in addition to RINL's distribution network consisting of Branch Sales Offices, Stockyards, Marketing Contact Officers (MCOs) and Consignment Sales Agents (CSAs). This channel also takes care of the requirement of customers requiring to lift small quantities. There are over 150 retailers spread across the country.
5. **District Level Dealers (DLDs) / Rural Dealers (RDs) :** In India, about 70% of population of the country lives in rural India and potential for increasing steel consumption in this area is huge. With a view to ensuring availability of steel in the nook and corner of the country and also realize the potential for increasing steel consumption

in the rural areas, RINL introduced District Level Dealership Scheme (DLDS) and Rural Dealership Scheme (RDS). Through this network, the requirement of steel of semi-urban and rural customers is met. RINL has a network of over 450 DLDs and RDs spread across the country. The company is enhancing the network on continuous basis.

6. **Export Customers :** RINL has strategic advantage of being a shore based plant. To leverage this strategic advantage, the company gives special thrust for exporting the products to international markets. Right from the days of integrated operations, RINL has been exporting. Within a short period of time, RINL established as a quality steel exporter. In recognition of its consistent export performance RINL has been awarded Star Trading House Status from the Ministry of Commerce, GOI. RINL has also received award in recognition of consistent exports from Engineering Exports Promotion Council. The countries to which RINL exports its iron and steel products are China, Nepal, Sri Lanka, Bangladesh, South Korea, New Zealand, Canada, USA, Indonesia, South Africa, Thailand, Malaysia, Vietnam, Japan, Taiwan, Nigeria etc.

In order to promote exports, RINL set up an International Trading Division and opened its first International Marketing Office (IMO) at World Trade Centre (WTO), Colombo, Sri Lanka. RINL's semis are exported to Sri Lanka, where these products are converted into TMT Rebars and marketed in the country.

2. The name of the esteemed customers of RINL Market segment wise.

Project Customers : Major Infrastructure developers of the country like Larsen Turbo Limited, GMR, GVK, Gammon India, BG Shirke, Simplex Construction and others are our esteemed customers.

Industrial Users : TATA Motors, Maruti Suzuki, General Motors, Caterpillar, Wheels India, Cummins, Meritor Troy, etc.

3. Customers' Policy of RINL

Objective

To be the best company to do business with.

Salient Features

1. To remain continuously committed to meet the needs and expectations of the customers.

2. To maintain transparency in all our dealings with customers.
3. To continuously strive to improve the quality of products and services.
4. To treat customers as partners in our business and growth.
5. To bring customersø delight in supply of materials and meeting the contingent requirement of customers.
6. To create a healthy business environment and work towards win-win situation with customers.
7. To strive for enhancing value for the money and value the relationship with complete care and concern.

4. Product promotion initiatives

RINL has been taking several product promotion initiatives for improving awareness about RINLø products in the market. Some of these are as follows :

- Conducting workshops of Architects, Designers, Builder, Consultants etc. at Major Metros
- Rural Marketing meets to promote øSteel consumption in Rural Areasö
- Advertisements during important Sports Events, Seminars etc.
- Making a Product Film in local languages and telecast through local Cable network
- Making a CD consisting of Product Features and Contact Persons
- Advertisements on Buses, Hoardings at Bus Stands, Airports, Railway Stations and Vantage points
- Glow Sign Boards at Stockyards, Retailers, DLDs and RDs locations
- Product Campaign through newspapers, magazines
- Participation in Exhibitions for displaying RINLø Products
- Printing of Product Brochures for Circulation amongst customers
