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RINL-Vizag Steel to play an active role in Capital City Development

RINL CMD Inaugurates New Branch Sales Office in Vijayawada



PhotoCaption:

The country's only shore-based steel plant at Visakhapatnam, popularly known as "Vizag Steel" opened its Branch Sales Office (BSO) at Vijayawada on 26th February'16 and is all set to play an active role in building "People's Capital City" at Amaravati.

Sri P Madhusudan, Chairman cum Managing Director, RINL inaugurated the new office premises on 26th February 2016, Ramachandranagar, near Ayush Hospital in Vijayawada. Sri B Siddhartha Kumar, IFS, Chief Vigilance Officer, RINL and several customers from this region participated in the programme.

Speaking on the occasion Shri P Madhusudhan said that, RINL is set to participate in a big way in the development of Capital City with the support of the State Govt particularly by the Hon'ble Chief Minister, Shri N Chandrababu Naidu.

Infrastructure, Housing and Education Projects are coming up in a grand scale in the Capital City and VSP's products will have strong demand in the Regional development, he observed.

He said that RINL will open a Nodal Stock Yard, along with its branch office in Vijayawada, to cater to the customer needs for forward movement in the South and Western regions.

He said that RINL is implementing flexible marketing initiatives to suit to the customer needs. He was

appreciative of loyal customers who continued to be partners in the growth story of VSP. VSP is known for best quality products and strong presence in the entire country he added.

Sri B Siddhartha Kumar, IFS, Chief Vigilance Officer, RINL mentioned that Vijayawada Branch is going to emerge as a branch with great potential. Vizag steel would cater to the needs of the customers in this region,headed.

Shri S K Chakravorthy, HOD Mktg, Dr. S N Rao, GM (Mktg), Shri P Eswariah, Regional Manager, AP and N Srinivasa Rao, Chief Finance Manager, RINL were present on the occasion.

The BSO at Vijayawada is its 24th Branch Sales Office in the country. The main reason for opening the branch sales office at Vijayawada is to cater to the steel requirements of the Capital Region Development Agency (CRDA) and make steel available at the doorstep in Amaravati.

Corporate Vision: The Vizag Steel Plant has recently expanded from 3 million ton per annum (Mtpa) to 6.3 Mtpa of Liquid Steel capacity at a cost of Rs 12,500 crores.

The Corporate Vision envisages that RINL would scale up to 7.3 MTPA capacity by modernizing its existing facilities by 2017-18. The Plant"s capacity will also be increased to 20 mt by 2032-33 in a phased manner.



PhotoCaption:



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Corporate Communications Dept.
RINL - VSP.