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## **RINL CMD stressed the need to achieve Higher Volumes**

Sri P Madhusudan, CMD, RINL highlighted the need to focus on improving the physical performance and techno-economic parameters of the company without compromising safety standards and termed 2017 would be a very challenging year for RINL. Addressing the senior executives on the occasion of New Year in Ukkunagaram today, Sri Madhusudan said that achieving higher volumes with emphasis on Value Added Steel would largely contribute to enhancing the bottom-line. He said that RINL achieved a positive gross operational margin during the third quarter of the current financial year, which gives confidence that the year 2017 would achieve positives in all areas of its operations.



Photo Caption: 1) Sri P Madhusudan, CMD, RINL releasing the 2017 Calendar in the presence of Sri PC Mohapatra, Director (Projects), Sri D N Rao, Director (Operations), Sri P Raychaudhury, Director (Commercial), Sri KC Das, Director (Personnel).

Sri Madhusudan stressed the need for cultural transformation among the Human Resources in the company to achieve further excellence. Sri Madhusudan expressed confidence that RINL team has the ability to perform in difficult conditions and can meet the challenges in 2017. Corporate Strategic Management Department gave a presentation on the highlights of the performance and the challenges before the company in the new year. Earlier, Sri Madhusudan released the 2017 Calendar brought out by the Corporate Communications Department. Sri PC Mohapatra, Director (Projects), Sri DN Rao, Director (Operations), Sri P Raychaudhury, Director (Commercial), Sri KC Das, Director (Personnel) in their address highlighted the achievements of their respective directorates. RINL Performance: RINL recorded a growth of 8% in Hot Metal, 7% in Liquid Steel, 12% in Finished Steel, 9% in Saleable Steel during April-December 2016 when compared to last year. RINL also achieved a growth of 3.5% in turn over when compared to last year. Executive Directors, HODs, representative of Steel Executives Association (SEA),

Trade unions, SC&ST association, WIPS and large number of senior officers participated.



Photo Caption: Sri P Madhusudan, CMD, RINL addressing the gathering on the occasion.

Corporate Communications Dept.  
RINL - VSP.