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## **RINL organizes All India Rural Dealers" Meet in Ukkunagaram**

RINL-Visakhapatnam Steel Plant organized an "All India Rural Dealers" Meet" in Ukkunagaram on Tuesday evening (27th June) to explore the ways in which support can be extended to rural dealers for making inroads into the rural steel market.



Photo Caption: Sri P. Raychaudhury,D(C),RINL, releasing a special brochure on RINL Rural Marketing on the occasion, in the presence of the senior officials of RINL.

Addressing the rural dealers, Sri P Raychaudhury, Director (Commercial) RINL said that this meet would be first of its series and such meets could also be held periodically at the branch and regional levels too. He observed that RINL would lend technical and logistical support to the Rural Dealers. He also said that commensurate with increasing sales and share of RINL in the rural market, there would be no limit to the extent of support that will be extended to the rural dealers. He said that RINL's products have wide acceptance in the market as they are made from 100% virgin steel with stringent specifications in both physical and chemical properties to suit to the market for a wide array of customers. Later, Sri Raychaudhury released a special brochure on "RINL Rural Marketing" brought out by Commercial Division and also distributed certificates to the Rural Dealers on the occasion. During the interaction, Rural Dealers (RDs) shared their ideas about how they could contribute for ensuring better presence of Vizag Steel in the rural market for mutual benefit. The RDs were highly appreciative of the meet which provided them with a platform for interacting with the RINL officials at the highest level and also with the operations personnel of the plant. Sri PK Rath, Executive Director (Operations), Sri Nagarajan, ED (Services), Sri PS Gupta, ED (Marketing), General Managers from Marketing and Operations were present on the occasion. Large number of rural dealers from various parts of the country were attended. A corporate film was shown

highlighting the VSP products, and the policy and benefits of Rural Dealers Scheme (RDS) were also presented by the Marketing Department.

Corporate Communications Dept.  
RINL - VSP.