

Rashtriya Ispat Nigam Limited
Visakhapatnam Steel Plant
Visakhapatnam
Corporate Communications Department
Media Release

Dated : 22-Dec-2017

RINL - VSP Marketing Sales Mobile App launched

Sri P Madhusudan, CMD, RINL-VSP today launched a new initiative "RINL Marketing Sales Mobile App" to facilitate viewing of real time sales data by Senior Executives of RINL through their mobile phones by providing necessary access and authentication.



PhotoCaption:

By using this mobile app, real time sales data for Steel, Pig Iron & Bi-products can be viewed with MTD (Month to Date) and YTD (Year to Date) values. Sales reports of any previous date also can be viewed using this App. Sri Madhusudan commended the Enterprise Resource Planning (ERP) and Information Technology Department (IT) executives for developing the new app and added that RINL is always using the technology for leveraging the advantages in business operations. Sri P Raychaudhury, Director (Commercial), Sri VV Venugopal Rao, Director (Finance), Sri PK Rath, Director (Operations), Sri KVSS Rajeswara Rao, GM(IT & ERP), Sri SK Chakrabarti, GM(Marketing) I/C, Sri J Satynarayana, GM(Marketing), Sri VSR Prasada Murty, DGM (ERP)I/c and other executives from IT and ERP were present on the occasion. This Mobile App is designed and developed by ERP and IT executives with total in-house effort. Further, viewing of Branch Wise, Product Wise, Customer segment wise Sales figures and Stock Figures also will be facilitated through this app in future. Similar facility for Customers & other Stakeholders to view their transactional information through mobile applications will also be explored.

Corporate Communications Dept.
RINL - VSP.