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RINL CMD inaugurates All India RMs and BMs Conference in Ukkunagaram

Buoyed by the excellent overall performance particularly on the commercial front during 2017-18, RINL-VSP organized an "All India Regional Managers & Branch Managers Conference" today in Ukkunagaram to draw a road map and to meet the target of increased volumes for 2018-19 financial year.



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Inaugurating the conference, Sri P. Madhusudan, CMD, RINL observed that the year 2018-19 is very very challenging for RINL to achieve a target of 6 MT production capacity and a sales volume of 5.5 MT during the year. "Once we achieve this target, RINL will rightly be in the Black", he said. He mentioned that focused marketing efforts, continuous improvements, production of more Value Added Steel would largely contribute to achieving the target and Net Sales Realization (NSR). He said that logistics will play a major role in this regard and he called for balancing the logistics like newly introduced coastal shipping, rail and road transport for smooth and consistent delivery of products to various destinations in a time bound manner. Sri Madhusudan said that there is a need to reduce the rolling of Semis to enhance NSR. He said that initiatives like Branding of RINL products should be further strengthened to enhance the corporate image of the Company. He exhorted them to lay more focus on customer requirements and mitigate the complaints raised by them in order to improve the customer satisfaction. Sri P. Raychaudhury, Director (Commercial) said that RINL marketing policies gave rich dividends and all the branches shown remarkable growth during the year and called upon them to develop standard practices and also adapt to changes for better performance. He said that customers have continued to show great trust on RINL and urged that customer requirements have to be taken care off in a time bound manner. He said that steel consumption in the rural market has a lot of scope to improve, and he highlighted the need to capitalize and

consolidate the presence of RINL in the rural market. He congratulated all the marketing branches for achieving a sales turn over of around Rs 16,625 crores including an Export sales of Rs 1725 crores, an impressive growth of 31% and 65% respectively during 2017-18 over CPLY. Sri PK Rath, Director (Operations) said that RINL would roll out new products, grades, Value Added Steel etc based on the requirements of the customers and it is a great challenge before marketing team to achieve a sales volume of 5.5 million tones during the current year. He expressed confidence that the team has the potential to realize the goals and achieve the target. Earlier, Sri SK Chakrabarti, GM(Marketing) I/C in his welcome address analyzed the marketing initiatives, logistics, planning & dispatches and the market scenario during the year. Sri J Satyanarayana, GM(Marketing-Home Sales) proposed vote of thanks. Five Regional Managers and Branch Managers of RINL from all over India, senior officials from Marketing Department took part in the one day conference.



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