

Dated : 05-Jan-2019

## **RINL holds RMs meeting in Ukkunagaram**

Sri PK Rath, CMD, RINL highlighted the strong need to formulate aggressive marketing strategies during the last quarter of the current fiscal to meet the targets and capture the market by selling more Value Added/ Special steel products. He made this observation while inaugurating the Regional Managers (Marketing) Meeting in Ukkunagaram on January 5th.



Photo Caption: RINL Holds RMs Meeting In Ukkunagaram

Sri Rath said that RINL is facing a challenging situation in this competitive and volatile market scenario and he exhorted the Regional Managers to display a leadership role to ensure penetrates into the market as a quality steel maker. He told them to continuously strive to look at customer needs and address the issues to bring about change in the perception of the customers. RINL is ready to supply various grades of steel products to suit to customer needs, he added. Later, Sri Rath interacted with them and assured full support in their endeavors to meet the challenges. Sri P Raychaudhury, Director (Commercial) RINL in his opening remarks said that RINL did very well in the first half of the current financial year and the 3rd quarter did not augur well for the Company due to various reasons like competition from primary steel producers, fall in steel prices etc. He said that sharp marketing strategies, co-ordinated efforts coupled with faster decision making would help attain targets and sustain the environment during the 4th quarter. He stressed the need to focus on logistics for smooth movement of RINL products to various destinations in a time bound manner. Sri SK Chakrabarti, Executive Director (Marketing) in his welcome address outlined the current marketing scenario in the country. The RMs later interacted with Works and Finance collective on various aspects. Regional Managers of RINL, GMs, and senior officers of Marketing Department participated in the meeting.

Corporate Communications Dept.  
RINL - VSP.