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Customers are Partners in Success of RINL: Sri PK Rath, CMD

Buoyed by an impressive performance during the last fiscal, RINL, the corporate entity of Visakhapatnam Steel Plant organized an "All India Customers" Meet" to further strengthen the bond with them at Ukkunagaram today. A large number of Customers, Consignment Agents across the country participated.



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While inaugurating the meet, Sri PK Rath, CMD, RINL visualized great demand for steel as the GOI launched several infra, construction, road and rail projects aimed at enhancing the consumption of steel in the country. He mentioned that RINL is attaching high importance to the customers whom he termed as "Partners in success of RINL". Sri Rath observed that RINL has succeeded in focusing on quality and right product mix suit to the delight of the customers and made stronger presence in the market. RINL has taken several customer-friendly policies aimed at improving the relations between them and impetus is being given to Value Added Steel production during the current year, he mentioned. Sri Rath said that RINL is targeting to achieve a highest sales turn over of Rs 25,000 crores and a Saleable Steel production of 5.8 million tons during FY 2019-20. He expressed confidence that this target would be achievable with the active support of RINL customers. He exhorted the customers to come out with candid feedback and suggestions to further improve the product mix. Sri P Raychaudhury, Director (Commercial) RINL stated that customers played a vital role in achieving an highest sales turn over of Rs 20,844 crores during FY 2018-19 by RINL. He said that RINL is the only Company framing its Marketing Policy based on Customer suggestions and also to meet their requirements. It reflects the commitment of RINL in taking them into confidence in its journey towards success, he added. RINL is continuously in touch with the customers to strengthen the bond with them to propagate the brand image of RINL. He said that focus

would be given to set up a special agency to sort out the issues, maximum usage of stockyards, improvisation of handling facility and safety of the workers in the stockyards etc during the current year. He said that RINL is focusing on coastal shipping to further scale up the dispatches to various destinations. Sri KC Das, Director (Personnel), Executive Directors and senior officials were present on the occasion. Earlier, Sri SK Chakrabarti, Executive Director (Marketing) in his welcome address acknowledged the support of customers to RINL and highlighted the initiatives to further improve the brand image of the Company. Later, customers interacted with Sri PK Rath CMD, Directors, and discussed various issues related to supply of required products, quality aspects etc, and made significant suggestions for better presence of RINL across PAN India. Sri D Sreenath Reddy, GM(Marketing) proposed vote of thanks.



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