

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

Dated : 27-Jan-2020

## Sales operations started at RINL Retail Outlet

Sales of Vizag Steel long products to retail customers started at RINL Retail Outlet at Pedagantyada today. Sri PK Rath, CMD, RINL-VSP inaugurated the sales operations at its new constructed Retail Outlet building.



PhotoCaption:

M/s Narendra Agencies, Chirala, RINL rural dealer made the first purchase. Sri PK Rath, CMD issued the first sales letter to mark the occasion. The Retail Outlet was constructed at the cost of Rs 4.36 Cr in an area of 5 acres with a storage capacity of 16,000 metric tonnes of steel and also having a 100 MT weigh bridge. The Retail Outlet aimed to strengthen the marketing network and facilitates delivery of VSP products to all types of customers. Sri KC Das, Director (Personnel), Sri VV Venugopal Rao, Director (Finance), Sri DK Mohanty, Director (Commercial), Sri KK Ghosh, Director (Projects), Sri AK Saxena, Director (Operations) and senior officials, union leaders were participated. Retail outlet facilitates delivery of materials to low volume individual/small buyers to order less & multiple products in one vehicle in customized length/ready to use at site, finished products like cuts, bends and stirrups etc. RINL Retail outlet is an additional distribution channel to sustain sales in alternate market segments and facilitate delivery of material at customers doorsteps. Photo caption: Sri PK Rath, CMD issuing the first sales letter to M/s Narendra Agencies, Chirala, RINL rural dealer.

Corporate Communications Dept.  
RINL - VSP.