

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

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"We are starting the New Year on a Positive note" Shri PK Rath, CMD, RINL

"We are starting the New Year on a Positive note" said Shri PK Rath, CMD, RINL-VSP while delivering his message on the occasion of New Year Day at RINL-VSP today. "We have crossed Rs.2,100 Cr Sales Turnover in Dec'20 after a gap of 20 months and we are expecting to achieve a Net Profit of Rs.170 Cr in Dec'20, after a gap of 29 months. This has been possible through favorable market conditions and record production of 113 heats per day of Liquid Steel which translates to 98% capacity utilization of 6.3 Mtpa capacity. This has been achieved for the first time in the company. Hot Metal production, Liquid Steel production and Coke Oven pushing have all registered their best ever performance in Dec'20." He added.



Photo Caption: RINL Communication App-RINL-DugDugi being inaugurated by CMD, RINL

On the occasion of the first day of the New Year 2021, Shri PK Rath, CMD, RINL addressed a small gathering of Directors, EDS, Senior officers and trade union leaders at the conference hall at Main administration building of RINL. This event is made available live through Social media platforms like Face book and Twitter in the virtual mode. The arrangement is made by Corporate Communications Department of RINL-VSP. Prior to his speech, three unique digital initiatives are inaugurated by Shri Rath at RINL-VSP. One of them is "RINL-Dug Dugi" which is a mobile app and is intended to give a wide range of information regarding RINL facilitating internal and external communication with ease. This is the first of its kind application in the Steel Corporate world and is developed indigenously by the Corporate Communications Department of RINL-VSP. The second digital initiative inaugurated today by CMD, RINL is the "RINL-e Suvidha" an e sales portal which facilitates easy procurement of Vizag Steel through digital media. This is developed by marketing department in collaboration with IT department of RINL. The third digital initiative is the release of "Sports Album-e Coffee Table Book" of RINL. This is the

digital record book at a glance with spectacular galore of photos about RINL's sports facilities and its achievements. This book was published by sports department with the help of Corporate Communications Department. "We have to focus on cost reduction and maximize production" said Shri PK Rath in his address. He appreciated RINL collective for bringing laurels to the company by winning national and international awards. He also applauded the efforts of RINL collective in particular the Hospital staff for fighting well with Covid pandemic. Shri RP Sharma, GM (CC) I/c presented welcome address. All the Directors, CVO, EDs, Trade Union Leaders, representatives of SEA, WIPS, SC & ST association and OBC association participated in the programme.



Photo Caption: RINL-e Suvidha an e sales portal being launched by CMD, RINL



Photo Caption: Release of Sports Album-e Coffee Table Book of RINL by CMD,RINL



Photo Caption: Shri PK Rath, CMD, RINL addressing RINL collective

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