



SHAPING A WORLD OF
DREAMS



TATA
Steelium

CR Sheets and Coils
Helps shape your dreams

A MILESTONE IN THE STEEL INDUSTRY

In 2013, Tata Steelium completed a successful 10 years in its ongoing journey of excellence.

The brand was launched in 2003 at a time when the market for cold rolled steel was extremely fragmented and served by a host of undifferentiated products. This marked a milestone in the steel industry as Tata Steelium was the first branded Cold Rolled Steel in India, and perhaps the world, offering a range of superior and consistent product benefits, authenticity and backed by unmatched service standards.

Tata Steelium serves a wide spectrum of customers which includes the auto ancillaries sector, the panel industry for electrical and telecom applications, the furniture industry and the packaging industry.



DECADE OF EXCELLENCE



Tata Steel's state-of-the-art
Cold Rolling Mill complex





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1. MILESTONES ON OUR JOURNEY

2009

- ▶ Suraksha programme launched
- ▶ Steelium Zone (retail branded outlet)
- ▶ Steelium Express launched
- ▶ Introduction of PN series – for panel customers



2008

- ▶ Branded furniture outlets – Steel n Style
- ▶ Professional HR management practices at distributors' organisations – HR score card
- ▶ Established customer account management (CAM) practices at distributors' organisations
- ▶ CCMP at distributors' organisations



2007

- ▶ Service centre standardised through ACE
- ▶ LINKS initiative rolled out
- ▶ TOC rollout for distributors



2006

- ▶ Distribution network extended to neighbouring countries (Nepal). First brand to go international
- ▶ Channel partners visit to Plant
- ▶ Distributor participation in the ABP process
- ▶ E-connect rollout
- ▶ 'Customer segmentation'



2005



- ▶ Customised products launched
- ▶ Steelium Voice – information newsletter published
- ▶ Service centre concept introduced

2003



- ▶ Tata Steelium brand launched
- ▶ Role of distributors defined
- ▶ Distributor sales force appointed
- ▶ VMCR launched for CR distribution

2004



- ▶ Rollout of Tata Steelium Brand campaign
- ▶ Tata Steelium Parivaar initiated
- ▶ CSI for distributors/channel partners
- ▶ Brand health study launched
- ▶ First customers meet in Kolkata



2010

- ▶ Pathshala for distributors' ASOs and BMs
- ▶ Steelium Knowledge Portal launched
- ▶ ACE+ launched



2011

- ▶ Standardisation and development of service centres through ACE+
- ▶ Initiation of Gen-Y initiative
- ▶ My Parivaar website
- ▶ Inventory turns rollout

2012

- ▶ Automation of MIS (margin monitor, DPR)
- ▶ LP and FP join hands to integrate Gen-Y distributors
- ▶ Pathshala for distributors workforce and service centre employees
- ▶ ECA focus through small meets
- ▶ Launch of Tally 9



2013

- ▶ Launch of loyalty programme – AdvantEdge Steel
- ▶ New sheet packaging guidelines
- ▶ Branded invoices
- ▶ CRM launch
- ▶ Test certificate with Tata logo
- ▶ 3rd phase of Gen-Y

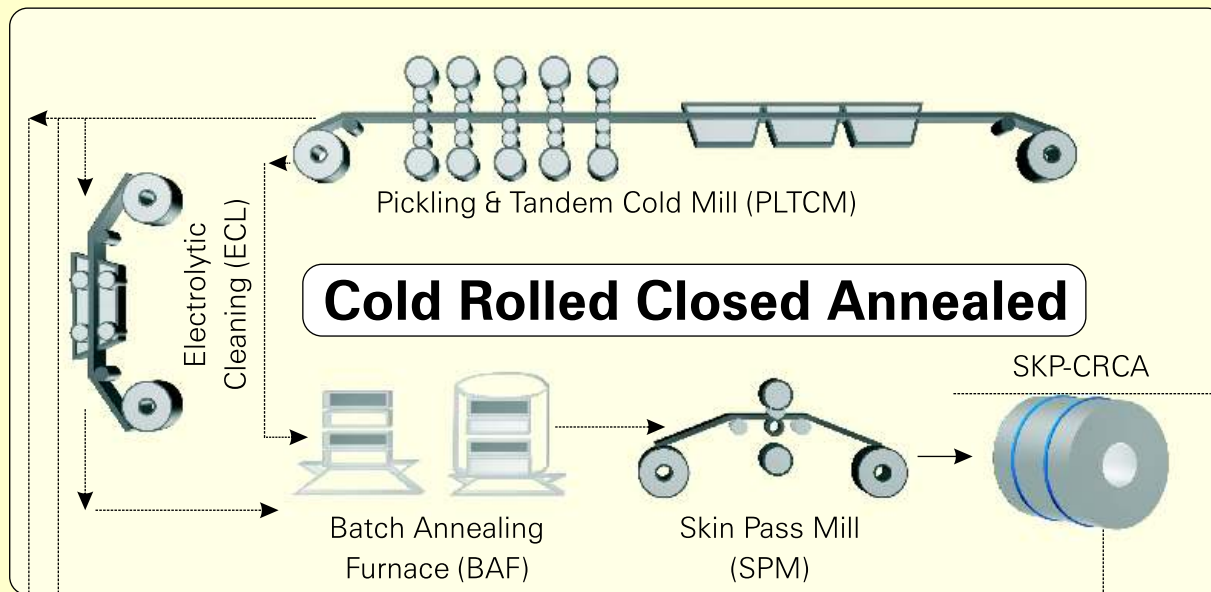


2. MANUFACTURING PROCESS AT A GLANCE

An integrated supply chain characterised by consistent source of quality raw materials, futuristic technology, continuous pursuit of innovation and improvement and an exhaustive pool of highly-skilled manpower are some of the factors that are helping Tata Steel redefine the future of Indian steel.

World-class steel products such as Tata Steelium are manufactured at the Flat Products Division of Tata Steel.

The Division constitutes facilities like LD2 and Slab Caster, Hot Strip Mill, Thin Slab Caster (TSCR) and a Cold Rolling Mill with two Galvanizing Lines.



ADVANCED TECHNOLOGY & PROCESS

Tata Steel's modern iron and steelmaking processes ensure tailor-made chemistry for various applications of Tata Steelium.

Some of the sophisticated facilities for steel making are:

LD2 and Slab Caster

- Online purging stations for refining crude steel
- Ladle furnaces and RH degasser for processing higher grades
- Vertical bending slab caster which makes it possible to produce sophisticated steels with improved quality and productivity

Hot Strip Mill

- Reheating furnace for effective homogenisation
- High pressure water de-scaler for scale-free surface
- 'Edger' for width control
- Unique Coil Box for temperature homogenisation from head to tail-end of the hot rolled coil
- Single stand 4-hi Roughing Mill, coupled with 6-stand 4-hi Finishing Mill (FM) for desired thickness
- Run-out table cooling strategy for desired microstructure and mechanical properties.

After passing through the Hot Strip Mill, the hot rolled coil is ready for cold rolling.



LD#3 & Thin Slab Caster:

Thin Slab Caster & Rolling Mill

The Thin Slab Caster & Rolling Mill (TSCR) is the newest addition to the Flat Products Complex. The mill was commissioned on 14th February '12 and is equipped with all the latest technologies to cater to different customer requirements.

This is an integrated shop, where steel is made in the steelmaking shop (LD#3), then cast and rolled continuously. Unlike the HSM, there is no slab stage in this mill and thus, it reduces the time lag.

Unique features to ensure best-in-class product:

- Vertical Caster equipped with Liquid Core Reduction and Dynamic Soft Reduction for better segregation control
- Calcium treatment for higher steel cleanliness
- Mill capable of rolling thinner (1 mm min) and wider (1680 mm max) sections
- Dynamic Continuous Variable Crown (CVC) Plus and Work Roll Bending (WRB) technology for better control of profile, flatness and contour of rolled strip
- Dynamic Disturbance Compensators (DDC) for compensation of strip thickness faults
- Hydraulic Gap Control (HGC) for roll gap adjustment & Automatic Gauge Control (AGC)
- Edge masking on the run-out table for homogeneous mechanical properties

Cold Rolled Mill

Tata Steel's state-of-the-art 1.85 mtpa Cold Rolling Mill produces cold rolled strips capable of being used in almost every steel-based product and application ever imagined.

The Cold Rolling Mill incorporates the following unique facilities:

- Continuous Pickling and Tandem Cold Mill for absolute scale-free surface and unidirectional rolling through 5-stand 6-hi mill (first time in India)
- Universal Crown, AGC and ASC (auto gauge and shape control) for closest thickness tolerance and excellent shape
- Electrolytic cleaning line and 100% hydrogen atmosphere batch annealing
- De-humidified cooling units for absolute cleanliness, adequate mechanical properties amenable for forming and rust-free surface
- Single stand 4 Hi Skin Pass Mill for imparting uniform roughness, removal of metallurgical defect called Luder's band, improving the flatness of strip and oiling of the strip surface
- EDT rolls for uniform surface roughness of sheet for uniform and superior paint adhesion
- Unique automatic 'coil master' for packaging
- State-of-the-art testing laboratory for final certification of products

3. GRADES AND PROPERTIES

Cold Rolled Close Annealed (CRCA) material is available in various grades required for commercial and automotive applications. The following table indicates the most common grades along with comparative national and international specifications.

Grades	Equivalent specifications/standards			
	IS513: 2008	JISG3141: 2005	ASTM 1008: 2009	EN10130: 2006
Commercial quality (CQ)	CR1	SPCC	CS	DC01
Drawing quality (DQ)	CR2	SPCD	DS	DC03
Deep drawing quality (DDQ)	CR3	SPCE	DDS	DC04
Extra deep drawing quality (AI killed)	CR4	SPCF	EDDS	DC05
Extra deep drawing (Interstitial free)	CR5	SPCG	EDDS	DC06



The selection of grades depends on the application/end use. The table below shows a typical reference for use. However, the tooling/forming system as well as lubrication systems need to be considered for adequate performance of the grades in specific applications.

Grade	Application	Segment
CQ	Bending	Furniture, Stamping, Racks
DQ	Drawing	Electrical Panel, Telecom Panels, Automotive Ancillaries, General Engineering
EDD	Deep Drawing	Automotive Ancillaries
IF	Extra Deep Drawing	Automotive Ancillaries



A. Physical properties

Physical properties with respect to different grades of CRCA is a function of:

- Chemical composition
- Hot rolling parameters
- Amount of cold reduction
- Annealing time and temperature
- Amount of skin passing

B. Mechanical Properties

Grades	Typical mechanical properties of Tata Steel products							
	TDC No.	YS (MPa)	UTS (MPa)	% El - 50 GL min	r bar min	n	Hardness (HRB)	Surface Roughness(Ra)
Commercial quality (CQ)	TR15,TR25	NA	NA	NA	-	-	50-65	0.6-1.6
	HSF1	NA	NA	NA	-	-	55-65	0.6-1.6
	XT07	NA	NA	NA	-	-	50-65	0.60-1.60
	XT08	NA	NA	NA	-	-	50-58	0.60-1.60
Drawing quality (DQ)	AU03	140-220	280 min.	35 min.	-	-	50 max.	0.8-1.6
	PN02	240 max.	270-370	31 min.	-	-	55 max.	0.8-1.4
	PN03	240 max.	270-370	31 min.	-	-	55 max.	0.8-1.4
	PN04	240 max.	270-370	31 min.	-	-	55 max.	0.8-1.4
	XA31	140-220	280 min.	35 min.	-	-	55 max.	0.80-1.40
	XA37	140-220	280 min.	35 min.	-	-	50 max.	0.80-1.60
	XA40	140-220	280-370	35 min.	-	-	55 max.	0.80-1.60
	AU14*	230 max	350 max	38 min.			55 max	0.8-1.6
Extra Deep Drawing quality (Al killed)	AU05*	145-180	270 min. (average 300)	42 min.	1.6 min.	0.22 min.	-	-
	AU09*							
	XA09*	180 max.	300 min.	42 min.	1.6 min.		-	-
Interstitial free	AU12*	130-160	270 min. (average 300)	45 min.	1.8 min.	0.23 min.	-	-

NA - Not applicable
* - Without logo





C. Dimensional tolerances

Allowable thickness tolerance for cold-rolled sheets and strips

Thickness	1000 mm to below 1250 mm	1250 mm to 1540 mm
0.40 ≤ t < 0.60	± 0.03	± 0.04
0.60 ≤ t < 0.80	± 0.04	± 0.04
0.80 ≤ t < 1.00	± 0.04	± 0.04
1.00 ≤ t < 1.25	± 0.04	± 0.04
1.25 ≤ t < 1.60	± 0.04	± 0.05
1.60 ≤ t < 2.00	± 0.05	± 0.06
2.00 ≤ t < 2.50	± 0.06	± 0.07
2.50 ≤ t < 3.15	± 0.06	± 0.07

t- thickness

D. Width tolerance

Width tolerance is an order attribute; however, for all Tata Steelium coils, the width tolerance is maintained as follows:

Description	Trimmed at pickling line	Trimmed at RCL*	Final width tolerance
Mill edge HR	Yes	NA	+3, -0
Untrimmed for Tata Steelium TDCs	No	No	+12**, -0
RCL trimmed sheets / Service center trimmed sheets	No	Yes	+0.5, -0

*RCL: Recoiling & Inspection Line

**For CRC West TDCs, width tolerance - (+20) mm (Except XA31)

E. General information

Width	1000-1540 mm
Thickness	0.4-3.2 mm
Inner diameter of coils	508/610 mm
Outer diameter of coils	1900 mm max





4. PRODUCT BENEFITS

A. Consistent Mechanical Properties

- Hot Rolling Process with state-of-the-art ROT (run-out-table) cooling strategy ensures the right microstructure in the entire coil.
- Unidirectional cold rolling in 5-Stand Continuous Cold Mill ensures better and consistent properties along the entire coil length.
- 100% Hydrogen Batch Annealing process imparts the right grain size and mechanical properties as desired.

B. Consistent Thickness

- The Continuous Cold Mill having AGC (auto gauge control) with both feed-forward and feedback mechanisms ensures uniform thickness.
- This ensures higher yield and smooth forming in end-applications, which in turn ensures more number of parts per kg.

C. Absolute Flatness

- The Continuous Cold Mill is also equipped with Universal Crown and auto shape control (ASC) facilities to ensure absolute flatness of the coil, defined as 'l' units.
- Efficient operator skills at the skin passing process give a further fine touch to the flatness of the coil. This facilitates smooth punching / cutting in high speed CNC turret punch press and laser cutting machine and ensures rigidity of formed components in stamping (die-punch) presses.

D. Absolute Cleanliness

- Heat treatment in a 100% hydrogen atmosphere batch annealing facility, which ensures complete removal of soot and dirt from the coil surface.
- A dedicated coil cooling and storage unit (CCSU) in a dehumidified chamber following controlled oiling ensures that Tata Steelium is absolutely rust-free.
- The process guarantees an absolutely clean and bright surface, which not only saves pre- and post-paint treatment costs but also leads to uniform and superior paint adhesion.

E. Superior Surface Finish

- The uniform texture and matte finish of the surface is achieved by state-of-the-art EDT (electro discharge texture) rolls used during cold rolling and skin passing processes. This ensures best paint adhesion and lower paint consumption in applications.
- The same technology also ensures authenticity of the product through the 'Tata Steelium' logo printed after approx every 1 metre, in every coil.

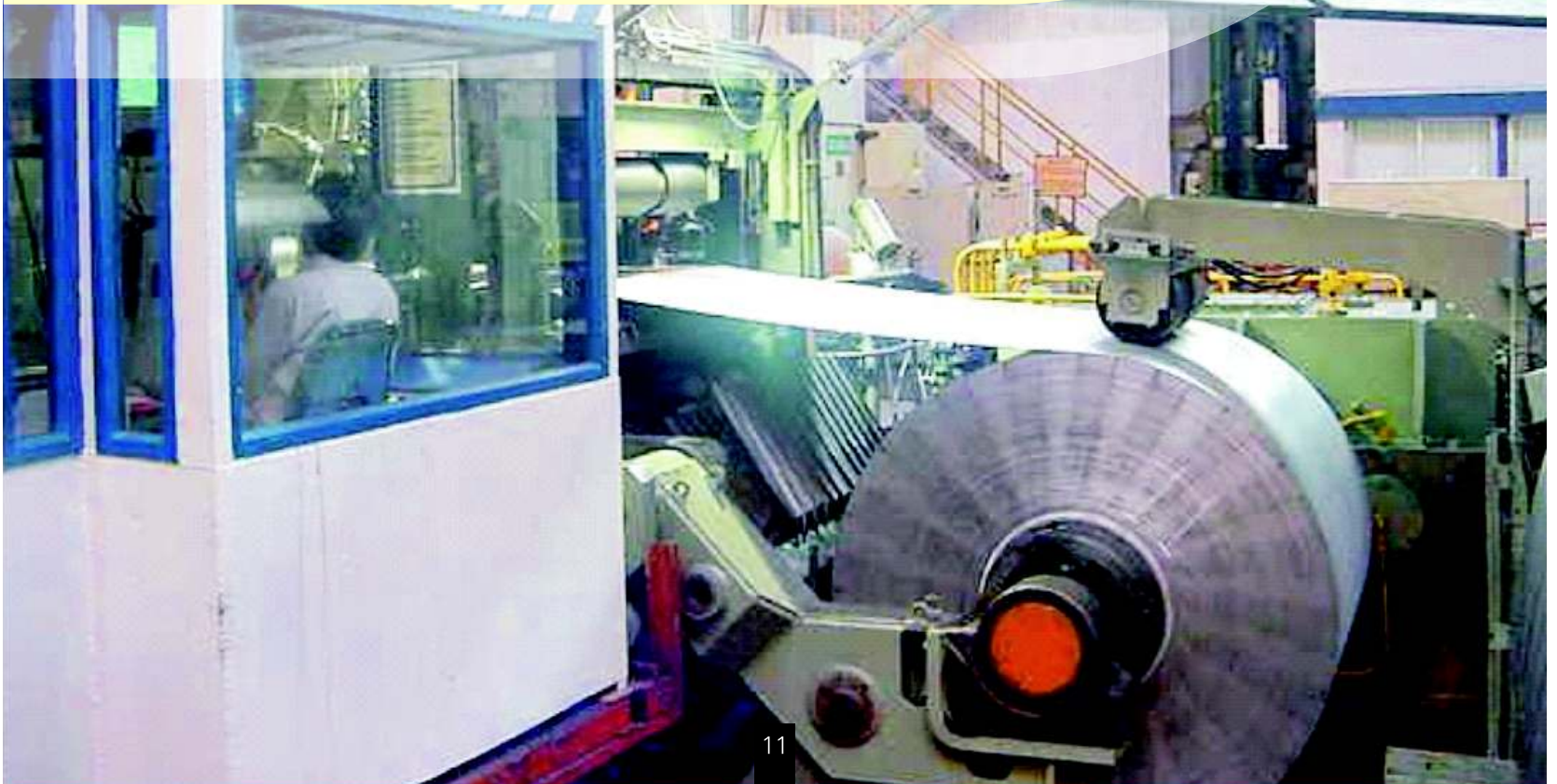
F. Optimum Formability and Weldability

Tata Steel has its own raw material (iron ore and coke) sources and this ensures consistent chemical composition in the hot metal. Efficient chemistry control at the steelmaking stage against stringent internal standards and mill processing as per set standards and design, ensure the right mechanical properties in terms of strength and hardness.

This guarantees adequate bendability and formability in end applications. Better weldability is ensured through carbon, phosphorus and sulphur level controls.

All these properties are ensured through a highly integrated thorough-process quality assurance approach, backed by three levels of highly sophisticated automation and advanced integrated IT systems.

It makes us capable of producing a wide range of steels that can be customised for applications ranging from those that need dead flat steel to those that need highly formable steel.



5. PROMISE OF AUTHENTICITY

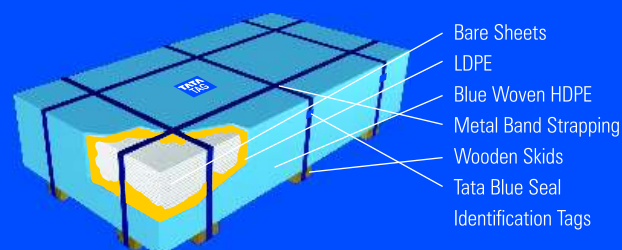
To ensure authenticity of purchase, the brand name is clearly stamped on the sheet – at intervals of approx 1 metre.

This process of branding or marking on coil surface of cold rolled close annealed (CRCA) products was patented by Tata Steel on **15th Nov, 2007 (Patent No. 212089)**.



6. PACKAGING & LABELLING

Tata Steel's stringent packaging standards have been developed to protect the material from adverse weather conditions, damage and pilferage. Based on the distance to be travelled and criticality of application, three new types of packaging standards have been introduced - Premium, Standard and Economy.



Type of packaging	Suitable for distance upto	Life upto
ECONOMY	200 km	1 month
STANDARD	300 km	2 months
PREMIUM	500 km	2 months

There are distinct identifiable Tata Steel stickers & unique blue seals on the packaging which help identification & traceability.

Item	Economy	Standard	Premium
Wood	✓	✓	✓
Bubble Guard		✓	✓
Fabric Cover	✓	✓	✓
Top Bubble Guard			✓
Metal/Laminated Paper AB			✓
HDPE Tape		✓	✓
Edge Protector	✓	✓	✓
Strapping	✓	✓	✓



7. TECHNICAL SUPPORT – CREATING VALUE FOR CUSTOMERS

Tata Steelium offers dedicated application engineering support to each customer, irrespective of their location and segment, so that they derive optimum value from the product.

Our regional Technical Experts/Application Engineers (AEs) visit the customer premises to understand usage, recommend the right product for the right application and resolve any difficulties they might face while using our material. Our engineers are trained to discuss and obtain customer requirements and translate them into technical processing specifications

for our processing centres. They are also involved in developing new products for customers by conducting trials to ensure conformance to design parameters.

AEs conduct knowledge sharing sessions for customers to help them understand the steelmaking process, properties of the product and impact of these properties on their processes. They also work closely with customers, applying modern, organised and proven processes like value analysis and value engineering, to help them derive greater profitability and maximise value.



8. DISTRIBUTION & SERVICE CENTRES (ACE⁺)

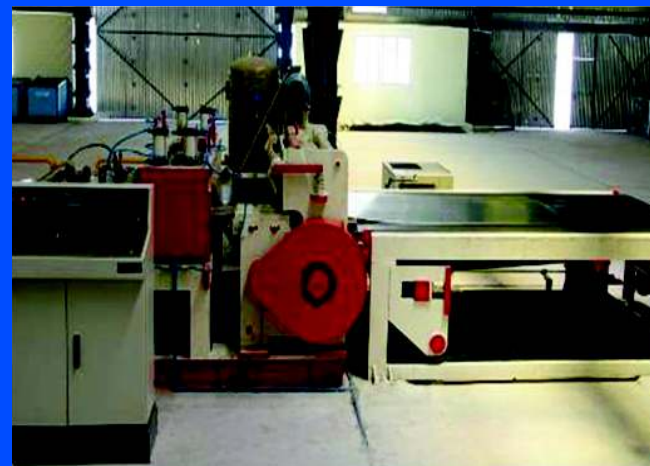
Tata Steelium meets the diverse needs of its customers through a strong distribution channel of 32 distributors and service centres.

With ACE⁺, Tata Steelium has taken its service capabilities to the next level and set a benchmark in the industry. This is a service centre development programme, a first in the steel industry, to enhance capability to deliver excellence in product and service customisation across a network of service centres. The programme has been undertaken to certify the quality of processed steel despatched from its service centres and ensure that customers get optimum quality and service.

Each authorised service centre is equipped with state-of-the-art facilities and processes for world-class handling, storage and processing to deliver on the highest parameters of quality and minimise wastage.

Sl. No	Equipment	Parameters	Tolerance level
1	Automated Shearing machine	Burr Height	Within 10% of thickness
		Diagonal Difference	+1 mm for trimmed edges (slit coils) & within +3 mm for untrimmed edge
		Length	-0 / + 2mm on 1000 mm length
2	Slitter	Slit edge	-0/ + 0.5 mm
3	4 Hi Precision leveller	Flatness	As mentioned in TDC

Incorporation of Quality, Safety, Health & Environment (QSHE) parameters into the programme are focused at ensuring world-class quality assurance systems and inspection norms, with a spotlight on safety and the environment. Customers are also assured of on-time delivery with accurate documentation and the necessary certification.



NETWORK OF DISTRIBUTION AND ACE⁺ SERVICE CENTERS



North Zone

1. Bansal Brothers, Delhi
2. Bansal Brothers*, Faridabad
3. GR Gupta & Brothers*, Delhi, Faridabad, Ghaziabad
4. Rakesh Steels*, Faridabad
5. RS Steels*, Ghaziabad
6. Sangeeta Steel Corporation*, Ludhiana
7. Sanjeev Industrial Corporation*, Faridabad
8. TSPDL, Uttaranchal
9. Punjab Agro Implements Works*, Ludhiana
10. Pelikan Dossier, Jaipur
11. OVS Ispat Udyog, Kanpur
12. Bhagwati Steels*, Chandigarh

East Zone

13. Amit Iron*, Kolkata
14. Bhartia Distributors, Cuttack
15. Pasa Associates Pvt. Ltd., Raipur
16. R S Bokaro, Bokaro
17. Sagar Steels, Guwahati
18. TSPDL*, Kolkata
19. Sudisa Enterprises, Jamshedpur

South Zone

20. Sri Balaji Steel Traders*, Chennai
21. Kummencherry Steels*, Kochin
22. Thirupathy Steels*, Chennai
23. Govindaraja Mudaliar Sons Pvt Ltd., Chennai
24. Ramsaroop & Sons*, Bangalore
25. GK Steels*, Bangalore
26. Vijay Sheets & Strips, Secundrabad

West Zone

27. Naresh Steel Industries Pvt. Ltd.*, Mumbai
28. Rohit & Co*, Ahmedabad
29. SKM Steels*, Mumbai
30. SKM Steels*, Indore
31. Tejram Ramniwas Agrawal, Nagpur
32. TSPDL*, Pune
33. Jayesh Steel Pvt. Ltd., Ahmedabad

Export

34. Jagdamba Enterprises, Nepal
35. Sonic Steel, Sri Lanka

*Distributors having ACE⁺ Service Centers



9. STEELIUM ZONES

A one-stop shop for quality steel sheets

Steelium Zone is a branded exclusive outlet of Tata Steelium.

These outlets are designed to provide customers with a satisfying shopping experience in an ambience that reinforces values associated with the brand. They offer the entire product range along with various valued-added support services.

As an authorised retail store, Steelium Zone guarantees source authenticity and offers a fulfilling value-for-money experience.

Steelium Zone Addresses

Zone	Distributor	Retailer/Dealer Name	Location	Address
E	Amit Iron	Lalji Traders	Kuchbihar	"B.S. Road, Maruti Building, Coochbehar-736101, West Bengal."
E	Bhartia Distributors	Steel Agency	Collage Square	Pillgrim Road, Collage Square, Cuttack- 753003, Odisha
E	BMW Ventures	R.A.Steel	Mothari	Mr. Saajeed, Opposite Zila School, Mothari, Mobile: 9708369668
E	Sagar Steels	Ankush Enterprises	Sibsagar	BG Road, Sibsagar
E	Sagar Steels	Chandimata Traders	Agartala	Chittaranjan Road, Agartala
E	Sagar Steels	Parama Hardware Centre	Vijay Nagar	Main Road, Vijay Nagar
E	Sagar Steels	R.R.Saha Traders	Mangaldoi	LNB Road, Mangaldoi
E	Sagar Steel	Steelium Zone, Guwahati	Lalganesh	Lalganesh, Guwahati
E	Sagar Steels	M S Trading	Badarpur	Sonai Road, Badarpur
E	Pasa Associates	Manish Steel	Raipur	Near Tali Ghani Naka, Bhaisthan Road,Raipur,Chattisgrh- 492001
N	Pelikan Dossier	Goyal Iron Store	Sikar	Ranisati road, Sikar
N	OVS Ispat	Retail counter (Steelium Zone)	Kanpur	B-118/ 585 , kaushal pri, Sarojini nagar,Kanpur
N	OVS Ispat	Samrat Steels	Varanasi	C-29/1 D3 lohamandi, Barannasi
S	Balaji Steels	Grace Steels	Coimbatore	19/1, Krishnarayapuram Village, Fci Road,ganapathy, Coimbatore -6
S	Balaji Steels	Sri Ramajayam	Salem	15/88, Fort Main Road, Shevapet, Salem-2
S	Balaji Steels	J.s.r.steel Centre	Madurai	194, South Veli Street, Madurai -625 001
S	Balaji Steels	Sree Sona Steels / Sri Mathy Steels	Coimbatore	B.o.10,perur Bye Pass Road, South Ukkadam, Coimbatore-1
S	Balaji Steels	Balaji Steel Traders	Coimbatore	Site No : 36,avarampalaym Road, Opp:l.g.b, Ganapathy, Coimbatore-641 006
S	GK Steels	Chonnad Steels	Bengaluru	"4923/2 Mahadwar Road Belgaum-590002. Contact No-0831-2487881/2489881."
S	GK Steels	Bharat Steel Industries	Bengaluru	"Plot No-3 Padadayan Hakkal, P B Roa, Hubli-580024, Contact No-0836 2241027/2241028.
S	Vijay Sheets and Strips	Gayatri Steels	kukatpally	Shop No.10, Sony Complex, Prashanthi Nagar,Kukatpally - 500072
W	Jayesh Steel	Annapura Steel	Ahmedabad	19,raghuvir Ind.estate, Odhav.g.i.d.c., Ahmedabad, Tin No.24075104687
W	Jayesh Steel	Geeta Steel Traders	Ahmedabad	98,rabari Colony, Nr,ram Rajya Char Rasta, N.h.no:8, Opp.mangaldeep Party Plot, Amraiwadi, Ahmedabad, Tin No:24072301099
W	Rohit & Co	Ravi Steel Suppliers	Rajkot	Tagore Road, Behind Silver Chamber, Rajkot
W	SKM Indore	Topaz Products	Bhopal	"430-433, Categorical Market, New Kabadkhana, Bhopal (MP) "
W	SKM Indore	Gupta Steel	Indore	316, New Loha Mandi, Indore (MP)
W	Tejram Ramniwas Agrawal	Sharma Trading Co.	Nagpur	Shop No 34, 35; Pritam Complex, Small Factory area, Bhandara Road, Nagpur 440008

10. THE TATA STEELIUM EDGE

With Tata Steelium as the building block of your product, you have a definite edge over your competitors.

The Tata Steelium advantage includes:

- Authenticity and genuineness of the product
- Superior product quality
- Savings through better yield
- Better value for your products
- Wide range of grades, thicknesses and widths
- Well-organised distribution network throughout the country
- Quick response and prompt redressal of problems
- Deliver superior value to your customers on a consistent basis and by design
- Opportunity to differentiate your product on the basis of raw material source



11. AWARDS

FY 12



Award for Achieving Quality Targets [Apr-11]



Special Support Award [May-11]



Certificate of Appreciation



Award for Excellence in Performance [Jul-11]



Award for Excellence in Performance [Jul-11]



Overall Performance in Raw Material Category [Nov-11]



Best VA/VE Proposal (POSH Shaped Blank) [Dec-11]

FY 13



Deming Grand Prize



Award for Valuable Support and Contribution [Jan-12]



Appreciation Award [Mar-12]



Regional Contribution Award [received in Mar-12]



Regional Contribution Award [received in Mar-12]



Innovative Localisation Award [received in Mar-12]



Inner Part Localisation Award (May-12)



Performance Award For Excellence (Jun-12)



Performance Award For Excellence (Jun-12)

FY 14



Preferred Commodity Supplier (Steel) [received in Feb-13]



Overall performance in Raw Material category (Apr-13)



Special Support Award (May-13)



'Best Localisation' in Raw Material category (May-13)

12. DISTRIBUTOR DETAILS

Tata Steeium services its customers through a wide network of channel partners who are equipped to process CR products like CR sheets, slit coils, blanks and coils.

North Zone

Bansal Brothers
Bansal Brothers
G R Gupta & Bros.
Rakesh Steels
RS Steels
Sangeeta Steel Corp.
Sanjeev Industrial Corp.
TSPDL, Uttaranchal
Punjab Agro Implements
Pelikan Dossier
OVS Ispat Udyog
Bhagwati Steel Sales

Delhi
Faridabad
Delhi, Faridabad, Ghaziabad
Faridabad
Ghaziabad
Ludhiana
Faridabad
Uttaranchal
Ludhiana
Jaipur
Kanpur
Chandigarh

Ravi Bansal <bansalbrothers@yahoo.com>
Ravi Bansal <bansalbrothers@yahoo.com>
rajiv@grgupta.com, sanjay@grgupta.com, yogesh@grgupta.com
steelium@rakeshsteels.in
rssteel@yahoo.co.in
Vikas Bhatia <vikas@sangeetasteel.co.in>
SiC <info@sanjeevindustrial.com>
piyushsingh@tspd.com
Punjab Agro <vksingal@yahoo.com>
pelikan <pelikan@pelikandossier.com>
ovsispat.udyog@partners.tatasteel.com
Sales Bhagwati <info@bssales.com>

East Zone

Amit Iron
Bhartia Distributors
Pasa Associates
R S Bokaro
Sagar Steels
TSPDL, Kolkata
Sudisa Enterprises

Kolkata
Cuttack
Raipur
Bokaro
Guwahati
Kolkata
Jamshedpur

amitskic@gmail.com
bdpl@bhartiagroup.com
pasaraipur@pasahouse.com
Deepak Jhalaria <bkodeepakj@gmail.com>
bss379@gmail.com <bss379@gmail.com>
Samir Ganguli <samir@tspd.com>
sudisaenterprises@gmail.com

South Zone

Sri Balaji Steel Traders
Kummencherry Steels
Thirupathy Steels
Govindaraja Mudaliar Sons
Ramsaroop & Sons
G K Steels
Vijay Sheets & Strips

Chennai
Kochin
Chennai
Chennai
Bengaluru
Bengaluru
Secundrabad

sbst@sbst.in
kummencherysteels sales <sales@kummencherysteels.com>
Mukesh Gupta <tschennai@yahoo.in>
Karthik <karthik@gmspl.net>
Rajan Aggarwal <rajan@ramsaroop.in>
fp@gksteels.com <fp@gksteels.com>
Vijay Sheets & Strips (P) Ltd. <vijaysheetsandstrips@gmail.com>

West Zone

Naresh Steel Industries
Rohit & Co
SKM Steels
SKM Steels
Tejram Ramniwas Agrawal
TSPDL, Pune
Jayesh Steel

Mumbai
Ahmedabad
Mumbai
Indore
Nagpur
Pune
Ahmedabad

Nareshsteel <info@nareshsteel.com>
Sales Rohit & Co.Ahmedabad <sales@rohitandco.com>
Mahendra Mistry-SKM Steels Ltd <mahendra.crca@skmsteels.com>
amitabh@skmsteels.com
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jayesh shah <jayeshsteelpl@gmail.com>

Export

Jagdamba Enterprises
Sonic Steel

Nepal
Sri Lanka

bishal@atcnet.com.np
sonic@wow.lk



13. FLAT PRODUCTS SALES OFFICES

North Zone

- Delhi** : Tata Steel Limited
1st Floor, Jeevan Tara Building
5 Sansad Marg, New Delhi 110 001
Phone: 91 11-66248500, Fax: 91 11 2334 3196
- Ghaziabad** : Tata Steel Limited
Plot No. 1227-1229, GT Road
Lalkuan, Ghaziabad 201 001
- Faridabad** : Tata Steel Limited
2nd Floor, Business Centre, 33-B NIT, Faridabad
Haryana - 121001, Phone: 91 129-4098321
- Chandigarh** : Tata Steel Limited
SCO-16 1st Floor, Sector 26
Madhya Marg, Chandigarh - 160 019
Phone: 91 172 2791047, 2790932
Fax: 91 172 279 2426
- Kanpur** : Tata Steel Limited
16/97, Navroz Building, The Mall, Kanpur 208 001
Phone: 91 512 231 6605, Fax: 91 512 231 6631
- Ludhiana** : Tata Steel Limited
B-30, 1858/1 Focal Point, Ludhiana 141 010
Phone: 91 161 267 3759/0806, Fax: 91 161 267 6659
- Jaipur** : Tata Steel Limited
C-84 Prithviraj Road, C-Scheme, Jaipur 302 001
Phone: 91 141 222 8205 / 222 5244
Fax: 91 141 511 2906

East Zone

- Kolkata** : Tata Steel Limited
52 Jawaharlal Nehru Road
Kolkata 700 071
Phone: 91 33 2282 1778 / 2282 1348
Fax: 91 33 2282 1687
- Bhubaneswar** : Tata Steel Limited
Marketing & Sales, 2 - B, Fortune Tower
Chandrasekharpur
Bhubaneswar - 751023, Odisha
- Jamshedpur** : Tata Steel Limited
191, Burma Road, Burma Mines
Jamshedpur 831001
Phone: 91 657 650 0511 / 214 2115
- Guwahati** : Tata Steel Limited
Guwahati Sales Office
4th floor, Subham Velocity
Honuram Boro Path, Opp. Wallford,
G.S.Road, Guwahati - 781005
- Patna** : Tata Steel Limited
C/A M/s Jai Basukinath Traders Pvt. Ltd.,
First Floor, Boring Road, Patna 800 001
Phone: 91 612 651 0329
Fax: 91 612 222 5624

South Zone

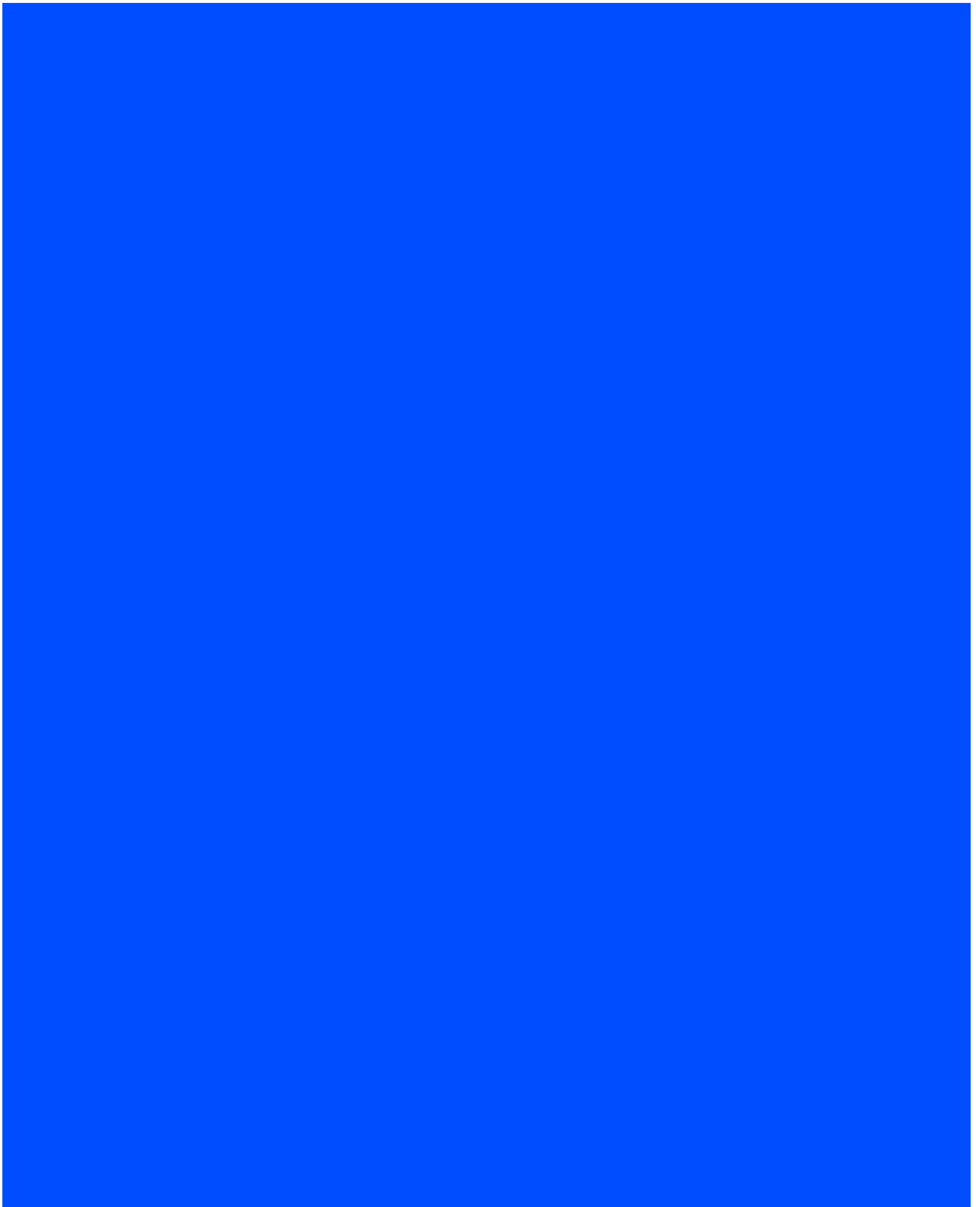
- Chennai** : Tata Steel Limited
8th Floor, Chettinad Sigapi Achi Building,
18/3- Rukmini Lakshminpathy Road, Egmore
Chennai- 600008
- Bangalore** : Tata Steel Limited
A Wing, 2nd Floor, Jubilee Building
45 Museum Road, Bangalore 560 025
Phone: 91 80 669 50033
Fax: 91 80 669 50038
- Secunderabad** : Tata Steel Limited
6th Floor, Surya Towers
104 Sardar Patel Road
Secunderabad 500 003
Phone: 91 40 5526 1020 / 1030
Fax: 91 40 2781 2418
- Coimbatore** : Tata Steel Limited
No:6, New Damunagar, Puliakulam
Coimbatore - 641036

West Zone

- Mumbai** : Tata Steel Limited
3rd Floor, New India Assurance Building
67 Mahatma Gandhi Road, Fort Mumbai 400 001
Phone: 91 22 2264 4989 / 2264 5985
Fax: 91 22 2261 9902
- Ahmedabad** : Tata Steel Limited
2nd Floor, Premchand House, Annexe
P.O. Box No. 4096, Ashram Road
Old High Court Way, Ahmedabad 380 009
Phone: 91 79 666 12601
- Indore** : Tata Steel Limited
3rd Floor, NRK Business Park
B-1, Scheme No. 54, PU-4
A.B. Road, Near Mangal City, Vijayanagar Square
Indore - 452010, M. P.
Walky Nos. 0731- 6450689, 6450690, 6450691,
6450688
- Nagpur** : Tata Steel Limited
Museum Road, Civil Lines, Nagpur 440 001
Phone: 91 712 252 0170 / 253 3209
Fax: 91 172 253 7078
- Pune** : Tata Steel Limited
202-B, The Orion, 5, Koregaon Park
Opposite St. Mira's College, Pune - 411 001
Phone: 91 20 6604 8825 / 26/27, Fax: 91 20 6604 8828

For further queries, please contact
Product Manager +91 33-2224 8137 (O)
or write in to tata.steelium@tatasteelium.com,
pallabi.s@tatasteel.com

MARKETING & SALES (FLAT PRODUCTS)
Tata Steel Limited
Tata Centre, 43, Jawaharlal Nehru Road, Kolkata 700 071
Phone: 91 33 2288 7051 / 8251 Fax: 91 33 2288 5926



TATA STEEL

Tata Steel Limited, Tata Centre, 43, Jawaharlal Nehru Road, Kolkata 700 071
Phone: 91 33 2288 7051 / 8251 Fax: 91 33 2288 5926, Toll free Helpline: 1800 345 8282