

SAIL to Focus on Retail Customer

- C. S. Verma



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While reviewing the performance of the eastern region sales force of the company's Central Marketing Organisation (CMO). Shri Verma pointed out that with rural incomes rising in recent years and aspirations of the rural populace changing in tandem, strengthening of retail marketing has become imperative to retain the company's market leadership. At present SAIL has a countrywide retail network comprising around 2,400 dealers at the district level and around 500 dealers at the taluka / block level.

Appreciating the performance of CMO's sales force in the eastern

"With per capita consumption of steel at a level of only 15 kg in rural India, a vast potential exists for steel marketers to enhance sales in the segment."

- C. S. VERMA
Chairman, Steel Authority of India Ltd (SAIL)

region, the SAIL Chairman urged them to attain higher peaks of achievement by strengthening customer-centric efforts including customization of products. Drawing attention to the array of new products that would come into the market upon completion of SAIL's massive modernization & expansion programme, currently under implementation, he stressed upon further consolidating the company's market leadership through provision of more value-added products and services.

All the Functional Directors of SAIL were present at the meeting.