



SAIL to ramp up production, offer tailor made products

State-owned SAIL plans to ramp up production at couple of its new facilities including at Burnpur, Bokaro and Rourkela and will also add new products to suit customer needs.

SAIL Chairman P K Singh stressed upon higher level of customer engagement, increased proportion of value added and ready-to-use steel materials as part of company's product basket.

'SAIL management is planning to further leverage this potential by ramping up production from its New Universal Section Mill at Burnpur; New Cold Rolling Mill at Bokaro, Universal Rail Mill at Bhilai and New Plate Mill at Rourkela Steel Plant,' the steel maker said in a release.

There was an emphasis on producing more varieties of steel to meet the diverse spectrum of steel users in the meeting, SAIL said. Currently, SAIL has a diverse product basket with 500 grades and in



5,000 dimensions from its five state-of-the-art integrated steel plants.

Outlining a broad-way forward for marketing team, Singh said: 'The customer requirements are evolving fast, in these times of ready-made niche products we need to anticipate their requirements and look into customised products suiting their

needs. The marketing team will prepare a product wise detailed plan for increased last mile value addition to enable end users to significantly reduce processing at their end.

This value addition is proposed at locations both inside and outside the steel plants.

The review meeting, a part of the series of interactions held with various units of SAIL to improve overall performance and increased customer focus was a precursor to company's Annual Business Plan meeting.

The Annual Business Plan meeting is held to finalise targets and goals for next year.

Singh has been visiting and interacting with marketing set-up across the country for the past one year to further streamline processes and services to make them more customer centric.

Buying – Selling of Metallurgical Assets

(Equipment, Plants, Enterprises)

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