



**TATA
TISCON**
JOY OF BUILDING



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OF
BUILDING



500+
MEETS CONDUCTED
IN MAY 2018

MAY 2018 | VOLUME 62

EAST

**BMW Ventures****Ask Expert Camp at Purnea**

A series of Ask Expert Camps was conducted by BMW Ventures in Bihar with a footfall of over 75 customers. Technical queries of customers regarding structural design and estimation of reinforcement requirement for home building were addressed by the CSEs during the camp. Consumers had taken building solution from the camp.

**Deson Marketing****Joy Home Meet at Paschim Medinipur**

As a part of consumer connect initiative of Tata Tiscon Deson Marketing conducted a MITR Meet at Paschim Medinipur with a footfall of over 15 consumers. A detailed explanation was given on importance of rebar in home construction and product benefits of Tata Tiscon.

**G.L. Kundu****Joy Home Meet at Malda**

A Joy Home Meet was conducted by G.L. Kundu at Malda. A detailed explanation was given on 500D and other value added products-Tiscon Footing and Tiscon Superlinks.

**Shri Ram Multicom****MITR Meet at Burdwan**

To strengthen the relationship with mason community, Shri Ram Multicom organised a MITR Meet at Burdwan. An interaction session was held with discussions about difference between local rebar and TISCON, usage of 6 mm TMT Rebar & MITR Programme.

**Paul & Co.****Joy Home Meet at Howrah**

As a part of consumer connect initiative of Tata Tiscon, Paul & Co. organized a Joy Home Meet at Howrah. Basic knowledge about steel, 415-500D, steel making process, TMT technology and Tata Tiscon as a brand was shared with the attendees. A detailed explanation was given on importance of rebar in home construction and product benefits of Tata Tiscon.

WEST



Pasa Associates

MITR Meet at Durg

To strengthen the relationship with mason community, Pasa Associates organised 4 MITR Meets in its territory attended by over 100 masons. An interaction session was held with discussions regarding importance of rebar in construction, difference between local rebar and TISCON, usage of 6 mm TMT Rebar & good construction practices.



SKM Steels

Ask Expert Camp at Mandleshwar

To engage and build relationship with the influencers of the products and connect to the customers, SKM Steels conducted an Ask Expert Camp at Mandleshwar. Technical queries of customers regarding estimation of reinforcement requirement for home building and quality of building materials were addressed by CSEs.



Indu Corporation

MITR Meet at Boisar

To increase the brand awareness Indu Corporation conducted a MITR Meet at Boisar. CSEs addressed to all the queries of masons regarding correct usage of mandrel for bending the bars, Tiscon Superlinks, Tiscon Footing, redness of materials and also shared practical tips on RCC based construction.

NORTH



Hindustan Sales Corporation

MITR Meet at Kathua

Hindustan Sales Corporation engaged masons by conducting a MITR Meet at Kathua. A knowledge sharing session was conducted to share practical tips on RCC based construction. This was followed by an interactive session in which masons raised their queries regarding stirrup and redness.



MRH Associates

Contractors Meet at Pathankot

A series of Contractors Meet was organized by MRH Associates in its territory. The meetings were conducted to create a common platform for the contractors as they are the ones who influence the decision of individual house builders the most. The main aim was to meet the queries and to confront their point of view.



NSGM

Website Launch

Launch of Tata Tiscon's new website "Aashiyana" amongst Tiscon Dealers in Gurgaon, Haryana, on 17th May'18 in the presence of over 18 Dealers.



KLPK Jain

MITR Meet at Kanpur

To strengthen the relationship with mason community, KLPK Jain organized a MITR Meet at Kanpur. An interaction session was held with discussions about difference between local rebar and TISCON, usage of 6 mm TMT Rebar & MITR Programme.



Delhi Trading Corporation

Joy Home Meet at Bikaner

As a part of consumer connect initiative of Tata Tiscon, DTC organized a Joy Home Meet at Bikaner with a footfall of over 52 consumers. Basic knowledge about steel, 415-500D, steel making process, TMT technology and Tata Tiscon as a brand was shared with the attendees. A detailed explanation was given on importance of rebar in home construction and product benefits of Tata Tiscon. It also conducted further a series of PPA meets in Rajasthan.

SOUTH



Samrat Irons Pvt. Ltd.-TG

Ask Expert Camp at Hyderabad

To engage and build relationship with the influencers of the products and connect to the customers, SIPL-TG conducted an Ask Expert Camp at Hyderabad attended by over 12 customers. Technical queries of customers regarding estimation of reinforcement requirement for home building and quality of building materials were addressed by CSEs.



G.K. Ispat

MITR Meet at Bangalore

To strengthen the relationship with mason community, G.K. Ispat organised a MITR Meet at Bangalore. An interaction session was held with discussions regarding importance of rebar in construction, difference between local rebar and TISCON, usage of 6 mm TMT Rebar & good construction practices.



VNC Steel Distributors

MITR Meet at Chennai

VNC engaged with over 760 masons by conducting a series of 9 MITR Meets in its territory. A knowledge sharing session was conducted to share practical tips on RCC based construction. This was followed by an interactive session in which masons raised their queries regarding stirrup and redness.



Prabhu Steels

Contractors Meet at Malapuram

A Contractors Meet was organized by Prabhu Steels at Malapuram. The meetings were conducted to create a common platform for the contractors as they are the ones who influence the decision of individual house builders the most. The main aim was to meet the queries and to confront their point of view.



Samrat Irons Pvt. Ltd-AP

Joy Home Meet at Nellore

As a part of consumer connect initiative of Tata Tiscon SIPL-AP conducted a Joy Home Meet at Nellore with a footfall of over 100 consumers. A detailed explanation was given on importance of rebar in home construction and product benefits of Tata Tiscon.



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