



JOY OF BUILDING

A photograph of a family of four—a man, a woman, and two children—sitting on a lawn in front of a large, modern house. The photo is framed by the letter 'O' in the word 'JOY'.

BUILDING BONDS

Volume - 4 • Issue - II • July - September 2013

FROM THE EDITOR'S DESK



Dear Friends,

Let me start with the story which all of us must have read in our early school days! The story of five men and the tiger – wherein five men chanced upon a tiger while crossing a jungle. Citing the tiger, three of them started running immediately whereas the fourth one sat down and started tying his laces. Surprised, the fifth man asked him what he was doing. The man replied that there was no point outrunning the tiger – the need of the hour was just to outrun others!

Indian economy is going through a tough phase – a fact which is well known & well documented. Construction industry in India is not insulated from this larger slowdown. Ban on sand mining in some parts of the country has further aggravated the demand situation. The need of the hour is not to escape from this reality, but to find ways and means to outrun others. It is this spirit and understanding that differentiates us from the rest of the industry and makes us the undisputable leader in the industry. With the support of the entire dealer network, Team Tiscon clocked the 2nd highest sales figure for Q2 this year.

In this special edition we present to you the new avatar of Tata Tiscon - a new look, a new tagline & a new feeling. The new campaign is a pleasant departure from the usual functionality based promotions prevalent in steel industry. The new theme is in line with our vision to emerge as a leader in the construction sector.

The highlight of the quarter was the Tata Tiscon Parivaar Meet held in St. Petersburg and Moscow, Russia. Team Tiscon's Conference - LEAD the Change, laid the structure for achieving success in the coming year. Tata Tiscon has also been honoured at the 4th CMO Asia Awards in Singapore.

Technology has brought in revolutionary changes in our lives - providing convenience and accessibility with a click of the mouse. Thus, keeping in pace with the world we have introduced redemptions via mobile in the Atoot Rishtey programme, enabling a convenient and more user friendly experience for our channel partners. We hope that this will help us connect better with the channel fraternity & strengthen our bonds further.



Animesh Roy
Head Marketing - TATA Tiscon (Retail)
Tata Steel Ltd.

MARKET UPDATE

Indian Economy

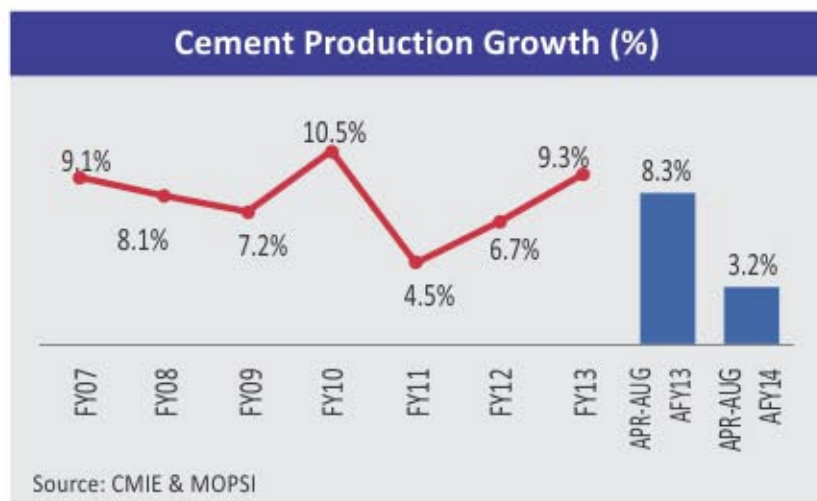
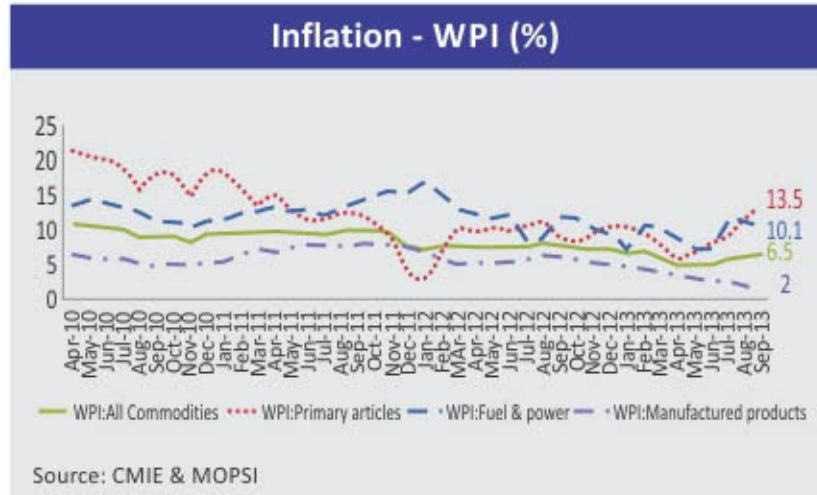
Despite the tough macroeconomic conditions, above average monsoon has brightened the outlook for remaining quarters on back of demand pick up in rural areas.

The reform efforts of government taken in the second half of FY '13 were constrained by global headwinds in second quarter of financial year FY'14.

The rupee hit a series of historic lows in June-August '13, amid large-scale capital flight from emerging markets. July and August were subdued on account of the prevailing macroeconomic conditions.

Due to the strong depreciation in Rupee, steel markets in general saw short lived signs of revival in September. However, on the back of the above average monsoon, we expect India's economic growth to pick up in coming quarters, boosted by a pick-up in consumer sentiment in rural markets.

The Indian construction sector is poised to grow at around 3 percent.



TISCON AWARDS

Asia's Most Promising Brand



Mr. P. Anand,
COM - Tata Tiscon receiving the award



Asia's Most Promising
Brand Award

Tata Tiscon was conferred with the honour of being the only brand from the Indian Steel Industry to win Asia's Most Promising Brand '12 - '13. Tata Tiscon emerged as the top contender in a competition that drew over 500 entries. Mr. P. Anand, COM, received the award on behalf of Team Tiscon.



ASIA'S MOST PROMISING BRAND
THE MOST ADMIRABLE BRAND OF THE YEAR
WORLDWIDE STEEL FROM INDIA

Hall of Fame

Tata Tiscon continued to maintain its position as the leading rebar brand in the industry – a fact reinforced by several accolades and achievements in Q2. Tata Tiscon was honoured at the 4th CMO Asia Awards for Excellence in Branding in Singapore on 31st July, '13. Awards were received in 3 separate categories: Brand Excellence in Construction & Real Estate Sector, Effective use of Marketing Communication and Best In House Magazine - **Building Bonds**.



CMO Asia Awards

MITR CLUB

Training Programme

Nandan Saha Steel Pvt. Ltd., authorised distributor of Tata Tiscon, conducted a training programme for MITR Club Members on 28th August, '13 in Chandpara to bolster the performance capabilities. Mr. Atanu Ghosh - ASO welcomed the MITR Club Members to the meet.

De Son Marketing Pvt. Ltd. also organised a similar meet in Kolaghat which was attended by Tata Steel and INSDAG officials. A knowledge sharing session was conducted, focussing on the nitty



Atanu Ghosh, ASO (NNSPL) conducting the question - answer session

gritties of construction and the issues which are frequently faced

by the influencers and the MITR members during construction.

MITR Milan Samaroh



Mr. B. Kumar felicitating MITR Club members

Pasa Sales & Marketing organised 'MITR Award Nite' on 11th September, '13 in Ranchi, it was the second phase of the programme under the MITR banner. A total of 157 MITR Club members attended the awards night where every individual was

rewarded on the basis of the points accumulated in their respective MITR Club member passbook.

The meet was a great success due to active participation of MITR Club members.



Scan this QR code with the QR code scanner in your mobile phone and view the MITR Training programme organised by De Son Marketing Pvt. Ltd. on Youtube

AWARDS AND ACCOLADES

Making A Mark



Tata Steel established its name in the Dow Jones Sustainability Index for Emerging markets for FY '13. Tata Steel had qualified for this index last year and has

successfully retained their position. By being selected for this index, Tata Steel will be able to get greater interest from the global investor community.

Prime Minister's Trophy Awards

Tata Steel was conferred with the Best Performing Integrated Steel Plant in the country for FY '11-12 based on the recommendations made by a Panel of Judges for the Prime Minister's Trophy Awards.

Based on the recommendations, the Government of India decided to award the Certificate of Excellence to Tata Steel.



With this, Tata Steel scored

maximum marks in overall performance for the fourth consecutive year.

This is the second time that Tata Steel has been awarded the Certificate of Excellence, the first time being the year FY '09-10. Previously, Tata Steel had bagged the Prime Minister's Trophy for the year FY '10-11.

Tata Tiscon is happy to announce that Building Bonds was chosen as the best In House Magazine at the 4th CMO Asia Awards for excellence in Branding, Singapore. It was with your support that we managed to achieve so many laurels. Thus, we request you to keep sending us articles, images and other relevant details at teamtiscon@tatasteel.com.

The best entries will be featured in the next issue of Building Bonds!

IN FOCUS

Champion Dealer

Mr. Rupesh Agarwal of M/s. R.K. Enterprises of Ramgarh, under the territory of Pasa Sales & Marketing in Jharkhand, is the champion dealer of this edition of Building Bonds for his outstanding contribution in making Tata Tiscon the preferred choice of consumers.

Established in the year 1992, Mr. O P Agarwal and his son Rupesh rented a small place and began dealing in construction materials like cement. Based on strong official relationships with Pasa Sales, R.K. Enterprises became an authorised dealer of Tata Tiscon and continued expanding their business by adding other Tata Steel products in their portfolio including Tata Wiron and Tata Bluescope. Under the able guidance of Mr. Rupesh Agrawal, the organisation has achieved many laurels within a short span of time.



Mr. Rupesh Agarwal of M/s. R.K. Enterprises of Ramgarh, Jharkhand

Over the years, Mr. Agarwal has constantly endeavoured to achieve maximum customer satisfaction. His hard work, dedication, timely execution of orders, services like free home delivery and fair & transparent business policies have laid the foundation to win the hearts of his customers. It also helped him earn their trust and loyalty as well as achieve the coveted ISO

9001:2000 certification. He was also conferred with the Platinum Dealer Award in 2006, 2008, 2009 & 2010 and worked his way to become one of India's first RIP dealer of Tata Tiscon.



Scan this QR code with the QR code scanner in your mobile phone and view Mr. Rupesh Agarwal speak about his journey with Tata Tiscon on Youtube



Mr. Rupesh Agarwal at his outlet

PARIVAAR MEET

Tzars In Russia



Tata Tiscon celebrated its Parivaar Meet in St. Petersburg & Moscow, Russia. Team Tiscon's Conference – aptly named LEAD the Change showcased the framework for achieving success in the coming year. The Conference largely focused on how Tata Tiscon would be creating a Decisive Competitive Edge through Service, Human Resources and Knowledge. Tata Tiscon's brand new tagline – The Joy of Building was also launched in the conference.



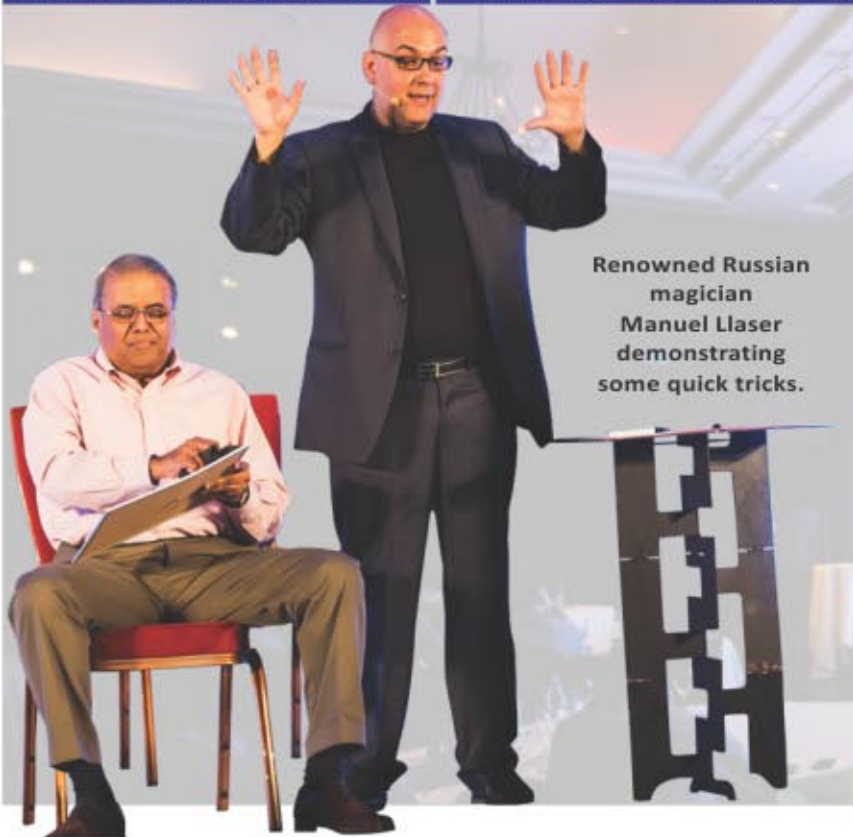
Mr. H.M. Nerurkar's key note address



Mr. Ashish Anupam sharing his thoughts



Mr. T.V. Narendran's address



Renowned Russian magician Manuel Llaser demonstrating some quick tricks.



Branded mugs at the venue



LEAD The Change Conference

PARIVAAR MEET

Gala Dinner Celebrations



Drum Rolls to welcome the delegates



Welcoming The Parivaar Members



Mr. Nerurkar sharing his thoughts



The Kalinka Dance Performance



Scan this QR code with the QR code scanner in your mobile phone and view the LP Parivaar Meet video on Youtube



Local Russian performances



Mr. Arun Handa addressing the crowd

The Gala Dinner celebrations were truly spectacular with a host of electrifying performances.



Swan Lake Ballet Performance

PARIVAAR MEET

Tata Tiscon Excellence Awards 2012-13



Best Retail Distributor 2012 -13
De Son Marketing Pvt. Ltd.



Tata Tiscon Shining Star for 2012-13
BMW Ventures Ltd.



Best Retail Distributor Runners Up 2012-13
VNC Steel Distributors



Excellence in Human Resource Management
VNC Steel Distributors



Excellence in Influencer Engagement
2012-13 Indian Mineral Corporation



Excellence in Influencer Engagement
2012-13 SM Corporation



Excellence in Customer
Focus 2012-13 RG Steel



Excellence in Technology Adoption
2012-13 De Son Marketing



Innovation in Marketplace
2012-13 MRH Associates



Excellence in Dealer Management
2012-13 BMW Ventures Ltd.

DEALER MEETS

Various Dealer Meets were organised across the country by the distributor fraternity to celebrate togetherness and their shared success.



Shiv Khera's motivational speech



Platinum dealers celebrating



Tiscon Darbar conference



Tiscon Sartaj Awards



Entertainment with song and dance



Energetic dance performances that set the tone for the evening

Northern Region Dealers' Meet

The Northern Region Distributors fraternity has maintained their annual ritual of organising their dealer meet since 2004. This year the meet was conducted in Agra, where over 600 dealers attended along with their families.

Shaan captivating the crowd with his Bollywood numbers



DEALER MEET

'Ek Naya Lakshya'



BMW Ventures Ltd. and S M Corporation organised a meet for all their dealers from their territories in Bihar & Assam at Hyatt Regency, Gurgaon. The Dealer meet celebrated the achievements of the past year and paved the way for the new opportunities of the future.

Shalmali Kholgade humming to Bollywood tunes



Mr. Kishorepuria's address



Mr. Sarat Jain sharing his thoughts



Awards ceremony



Dealers celebrating

Sankalp-2013

De Son Marketing Pvt. Ltd., organised their annual parivaar meet at Vedic Village, Kolkata. Various song & dance performances set the tone for the entertaining evening ahead.



Performances depicting the theme- Durga Puja



Mr. Sajal De's address



Dealer Training Session



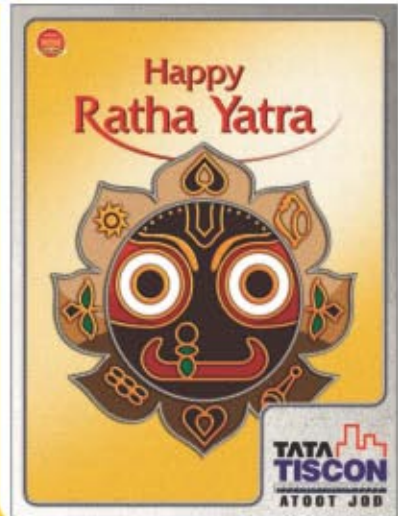
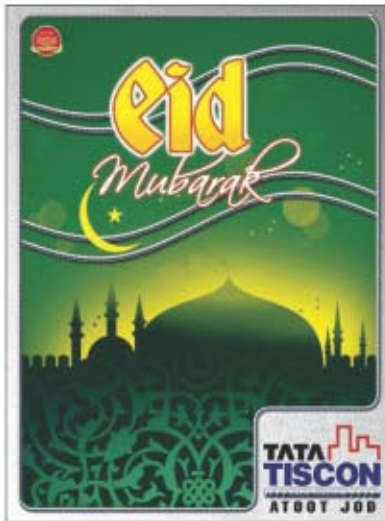
Welcome Performance



Scan this QR code with the QR code scanner in your mobile phone and view the Dealer Meet Video on Youtube

Q2 COMMUNICATIONS

A significant number of brand communications were carried out by Tata Tiscon in Q2. The Independence Day, Eid and Navratri were the most significant events in Q2- a series of communications were designed for the whole quarter.

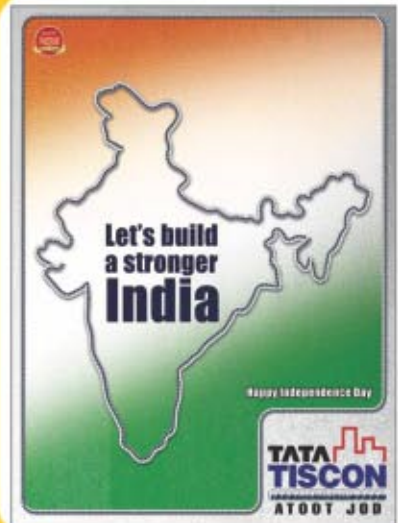


কোনো বাচ্চি লব সঠিক বিবাব?

১০টা টিপস	১০টা টিপস
১. বিবাবের আগে ডাক্তারের পরামর্শ নিন।	১. বিবাবের আগে ডাক্তারের পরামর্শ নিন।
২. বিবাবের সময় সঠিক পজিটিভ রাখুন।	২. বিবাবের সময় সঠিক পজিটিভ রাখুন।
৩. বিবাবের সময় শ্বাস-প্রশ্বাস নিয়ন্ত্রণ করুন।	৩. বিবাবের সময় শ্বাস-প্রশ্বাস নিয়ন্ত্রণ করুন।
৪. বিবাবের সময় হঠাৎ করে উঠবেন না।	৪. বিবাবের সময় হঠাৎ করে উঠবেন না।
৫. বিবাবের সময় পানি পান করুন।	৫. বিবাবের সময় পানি পান করুন।
৬. বিবাবের সময় খাবার খান।	৬. বিবাবের সময় খাবার খান।
৭. বিবাবের সময় শিশুর হাত ধরুন।	৭. বিবাবের সময় শিশুর হাত ধরুন।
৮. বিবাবের সময় শিশুর মুখের দিকে তাকান।	৮. বিবাবের সময় শিশুর মুখের দিকে তাকান।
৯. বিবাবের সময় শিশুর শ্বাস-প্রশ্বাস নিয়ন্ত্রণ করুন।	৯. বিবাবের সময় শিশুর শ্বাস-প্রশ্বাস নিয়ন্ত্রণ করুন।
১০. বিবাবের সময় শিশুর হাত ধরুন।	১০. বিবাবের সময় শিশুর হাত ধরুন।

শেখুন বিবাবের সঠিক পদ্ধতি

TATA TISCON
AT00T JOB



While building your dream home do not overlook the smaller details.

Choose TATA TISCON 6mm TMT rebar for different applications.

TATA TISCON
AT00T JOB

The answer to all your home-building worries is here.

Introducing Site Supervision Service!

- Improves quality of construction
- Convenience and peace of mind

Supervisory Services Offer Packages

Other Name:	Value Proposition for HIG
Quality Check	<ul style="list-style-type: none"> • Focus on work • Management of site resources • Time and cost of labor on site at all stages. (Time and cost to be reduced)
Foundation	<ul style="list-style-type: none"> • Ensuring all factors related to quality • Special attention to footing and pile stages. (Special attention to the height of footing and pile caps)
Structure	<ul style="list-style-type: none"> • Ensuring all factors related to quality • Special attention to the steel and concrete stages. (Check the height of building and floors)
Others	<ul style="list-style-type: none"> • Focus on all other critical factors, but all phases of construction. (Special attention to safety in every part of construction and structural design & structural compliance)

Step up the level service from 500 TISCON

For more information, call toll-free number: 1800-503-0707 / 011-27088100

Best quality supervision of construction of your home

TATA TISCON
AT00T JOB

KNOWLEDGE PIECE

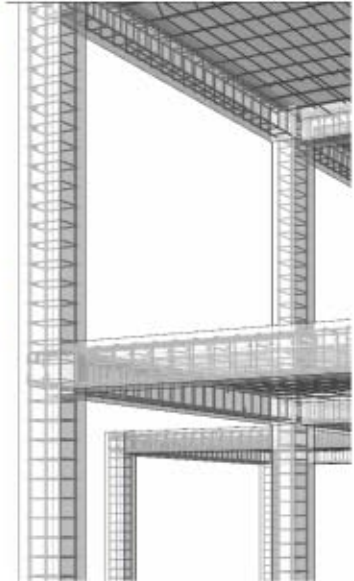
Rationalizing the Rebar section-mix for RCC construction

Rebars for RCC are very similar to what bones are for the human anatomy:

- They cannot be replaced
- Each inch of every rebar is critical. There are no weak points
- Like bones are the foundation to the human body and make the body stand, rebars are the basis of any construction

So what should one look forward to while setting Rebars for one's house?

- Assured yield strength – to provide steel resistance as per the structural design
- Better bonding with concrete – forming monolithic composite with concrete
- Superior Ductility – avoiding catastrophic failure of the structure
- Consistency of all these properties throughout the length of each and every rebar



Rebars for RCC

Things to keep in mind while selecting Rebars:

- On the basis of structural requirement for steel in RCC members, one chooses rebars from a mix of 8/10/12/16/20mm
- For smaller 1/2/3 storey structures - It comes from requirement of minimum/nominal reinforcement (as specified in IS 456)
- In cases of minimum number of stirrups in beams and columns to be provided (independent of rebar diameter) which results in savings
- Various non load bearing members in a building - architectural props & facade elements which results in safety & durability

Where can one use 6mm Rebars:



RCC Walls

- Slabs in kitchen/storage shelf
- Lintel beam
- Sunshades for window & door/facade options
- Stirrups in beams & columns
- Distribution bars in stair/balcony-slab
- Water Tanks
- Parapet/balustrade rails
- In prefabrication applications
- Pergola
- RCC Walls

PLANT VISITS



The Jamshedpur plant visit was an experience in itself. Throughout the production process, one could see how meticulously the production team controlled the quality of the product. Many of the dealers had previously visited the manufacturing units and could see the difference in the production process and quality control. The visit to the plant increased the confidence of the channel partners in the product and the brand. I would like to thank the production team for taking time out of their busy schedule and explaining us the whole process.



Apurv Jain, Kishan Lal Pawan Kumar Jain



I gathered the basic knowledge of the manufacturing process of steel, about the Raw-Materials & its purifying systems. I am thankful to Tata Tiscon to give me an opportunity to visit the plant. I am proud to be part of Tata Tiscon and am very impressed with the safety systems of Tata Steel. They care about their staff and are the only company who have a separate team for only safety. Once again I am very thankful to Tata Tiscon & my organisation to give me a chance to visit the Plant.



Prashanta Kashyap, (ASO) - SM Corporation



We are privileged to be able to visit the Jamshedpur plant. Like others, managing a team and successfully completing the journey with so many wonderful experiences and memories is a lifetime experience for us. It was all so inspiring, that for us it has come out to be more than a mere plant visit. We are very thankful to the management of Tata Steel for conducting such a well managed and informative Plant visit for all of us. We would like to thank Gaurab Chatterjee for taking personal care of each individual. It was due to his efforts and planning that the trip became a fun-filled learning experience for all of us.



Team BMW Ventures Ltd.



REGIONAL UPDATES

EAST

DSO Training Programme

De Son Marketing Pvt.Ltd., authorised distributors of Tata Tiscon, organised an initiative 'Unnati' to provide each dealer with an exclusive sales person-DSO (Dealer's Sales Force) and also to enhance their sales capability so that they could win the hearts of their customers and earn their trust and loyalty towards Tata Tiscon. Medi-claim and Insurance facilities were also declared for all DSOs.



Felicitation Ceremony

Buniyaad



Tata Tiscon Eastern Region Channel Partners set up a charitable trust

'Buniyaad' to contribute towards the development and upliftment of the society, which saw several dealers contributing towards the infrastructural development of the Tata Medical Center.

While collecting funds from the dealer fraternity, employees of

Pasa Sales & Marketing, Ranchi showed their keen interest in being a part of this great move by contributing one day worth salary. They collected a total of Rs. 31000 and handed over the amount to Mr. Birender Kumar during his visit to Ranchi.

Press Meet

A press meet was conducted by SM Corporation on 12th July '13 in Guwahati. The primary motive of this meet was to create necessary awareness about Tiscon Superlinks among the public.

Many topics were discussed, including talks on consumer offers



Presentation on Tiscon Superlinks

and bundle offers. Many questions were also raised by the reporters who asked technical details about the price, availability and sizes of the stirrups.

The meet was widely covered by members of the local and national media.

REGIONAL UPDATES

EAST

Seeds to a greener planet



Saplings being planted

Pasa Sales & Marketing Pvt. Ltd. organised a tree plantation ceremony along with 'Gadadhar Abhuday Prakalp' marking Independence Day.

The ceremony was initiated & funded by 'Ramakrishna Mission Ashram' at Ober Angada Ranchi, Jharkhand where more than 50 Ashoka plants were planted.



Participants from Ramakrishna Mission

New Office Set Up



Welcoming Mr. Yogesh Bedi

Pasa Sales & Marketing set up a new office for the Bihar Territory at Gaya which was inaugurated by Mr. Yogesh Bedi (CSM-East) on 23rd August, 2013. The venue was suitably branded with current Tata Tiscon Communication.



Welcoming the Distributors

Independence Day Celebrations

BMW Ventures Ltd. - Patna, authorised distributors of Tata Tiscon, organised a gathering on account of Independence day.

The meet provided the entire staff of BMW Ventures to build stronger relations amongst themselves and a platform to associate closely with each other.



Flag hoisting ceremony



BMW Ventures Ltd. office premises

REGIONAL UPDATES

NORTH

Launch of MITR Club

On 24th October '13, Delhi Trading Corporation launched 'Mitr Club' at Sri Ganganagar. Free medical checkup were organised for the members with high tea and movies like 'Spirit of Steel', 'Heera', 'Ban Gaya Hero', 'Mitra Movie', and 'Tata Steel Plant Movie' also being screened.



The MITR Club members with their MITR Club Kit

WEST

Project 'UDAAN'



Vipin Vernekar, BM, addressing the meet



Participants at the session

A 4 session training programme was organised by Naresh Steel Industries Pvt. Ltd. for their ASO's in Mumbai.

A total of 80 participants attended the meet which focussed on self confidence, exercises on team building, a presentation by Service Centre Staff on safety practices and a presentation by the ASO's and office staff on product knowledge & working process.

Communication Meet

B. Odhavji and Company organised an meet in Satara to set a structure for communication between Tata Steel and Architects, Engineers & Builders of Satara district. The seminar was also used as a platform to introduce the Tiscon superlinks.



Inauguration of the ceremony



Felicitation ceremony

REGIONAL UPDATES

SOUTH

Apna Home Meet

An Apna Home Meet was organised in Karimnagar by Samrat Iron Pvt. Ltd. on 23rd September '13. Consumers were explained the advantages of Tata Tiscon 500D. Vijaya Bhaskar, GM also explained to the customers about construction details and on why one should use Tata Tiscon.



Vijaya Bhaskar, GM explaining about Tata Tiscon 500D



Branding at the venue

Onam Celebrations

Prabhu Steels, authorised distributor of Tata Tiscon, celebrated Onam with its entire team and channel partners. As part of the festival, everyone decorated their premises with flowers.

Traditional Kerala sarees and dhotis were also distributed to all the management and staff members of the 120 - strong dealer network in advance so that they could wear them on the day of Thiruvonam and be part of the celebrations.

A football tournament was also organised in Malappuram district, where one of the teams were sponsored by Tata Tiscon which brought a sense of unity and well-being within the extended Tiscon family.



Pookalam - Flower decorations



The working staff of Prabhu Steels



Staff members decorating the premises



Sarees being distributed

ATOOT RISHTEY



Now find out current Atoot Rishthey point balance from your mobile!

Just SMS:

TISCON<<space>>Dealer Code and send it to 58888

Atoot Rishthey also offers redemption of gifts via SMS. You can now redeem any of the gifts from the Atoot Rishthey gift catalogue right from your mobile phone! Redeem gifts anywhere, anytime!

Just SMS:

**TISCON<<space>>Dealer Code<<space>>Product Code
<<space>>Quantity and send it to 58888**

Once the redemption is completed successfully, an automatically generated Docket number will be sent to your mobile phone.

For any kind of assistance call our helpline number +91 9830350001



Log on to www.atootrishthey.in today!

CONTESTS

QUIZ

1. Which of the following weapons does Goddess Durga carry?
a. Trident b. Discus c. Thunderbolt d. All of the above
2. Who is the Vahana (Vehicle) of Ganesha?
a. Mouse b. Ant c. Horse d. Elephant
3. Eid Ul-Fitr lasts for how many days?
a. 1 b. 2 c. 3 d. 4
4. Which festival has given birth to the English word 'Juggernaut'?
a. Holi b. Diwali c. Baisakhi d. Rathyatra

Correct answers of the previous issue:

1. c) BuildWise
2. a) 2009-10
3. b) Atoot Rishtey
4. b) Superlinks

Winners

- 1) Azma Habib, Kanpur
- 2) Rakesh Gupta, Solan
- 3) Gopal Pd Saha, Saharsa

Please send in your entries as early as possible along with the details given below to teamtiscon@tatasteel.com. The first 3 correct entries will win exciting prizes.

Name: _____ Organisation: _____

Address: _____ Pin Code: _____

Phone Number: _____ Email: _____

CLICK FOR JOY

EXPERIENCE THE JOY OF BUILDING ONLINE

Visit www.tatatiscon.co.in

USE THE FOLLOWING APPLICATIONS ON THE WEBSITE



MASON LOCATOR

Provides a list of all the reputed masons that are closest to your location.



ASK EXPERTS

A specialized team experienced in handling any home-building related query.



BUILDING HELP

A step by step home-building check list just for you.

Join us on  TATATISCONWORLD

Follow us on  TATATISCONWORLD | Toll free no. 1800 345 8282