

Publication: - The Week (<https://www.theweek.in/wire-updates/business/2020/03/06/ccm3-biz-tata%20steel.html>)

Date: - 6th March, 2020

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Source:- PTI

The Bengal Chamber organized its 4th Manufacturing & MSME Conclave and MSME Awards, 2020 on 6th March at Vivanta Kolkata

Tata Steel branded business to grow at 10 in FY'20

Kolkata, Mar 6 (PTI) Tata Steel expects its branded steel sales to retail and MSME sector to grow by 10 per cent in the current fiscal, amid slowdown in the economy, officials said on Friday.

The company's branded products, about 4.4 million tonne, are sold through distributors and dealers network. Consumption is almost equally distributed among both retail and MSMEs.

"Our branded steel business is growing at 10 per cent even though the sector is expanding by only 5 per cent," Tata Steel chief marketing and sales (branded products) Sanjay S Sahni told PTI.

"We will finish the year with a 10 per cent growth in FY'20 and we expect similar growth in the next year also," he said.

He was speaking on the sidelines of Manufacturing & MSME Conclave, organised by The Bengal Chamber of Commerce.

Approximately 8,000 Tata Steel MSME customers consume 2.4 million tonne of steel per year.

Sahni said the total distributed (branded) steel business is worth Rs 20,000 crore and the company is continuously deepening product portfolio to suit customer demand. "We will be adding three more products in the coated segment as the demand is rising," he said.

Sahni said the coronavirus scare should end by March.

Tata Steel offers hosts of brands for retail and MSMEs.

The company also offers a platform for finance and supply chain planning for MSMEs.

Publication: - The Economic Times (<https://economictimes.indiatimes.com/industry/indl-goods/svs/steel/tata-steel-branded-biz-to-grow-10-in-fy20/articleshow/74520369.cms?from=mdr>)

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PTI | Last Updated: Mar 07, 2020, 07:50 AM IST

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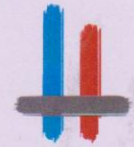
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'Tata Steel branded business will grow at 10% in FY'20'

PRESS TRUST OF INDIA

Kolkata, March 6

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He was speaking on the sidelines of Manufacturing & MSME Conclave, organised by The Bengal Chamber of Commerce.

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Sahni said the total distributed (branded) steel business is worth ₹20,000 crore and the company is deepening product portfolio to suit customer demand. "We will be adding three more products in the coated segment as the demand is rising," he said.

Sahni said the coronavirus scare should end by March. Tata Steel offers hosts of brands for retail and MSMEs.

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Date: - 7th March, 2020

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Govt to ink agreement with STEP to boost MSME sector

SOUMITRA NANDI

KOLKATA: In a significant stride towards providing hassle-free solutions to problems faced by medium, small and micro enterprises (MSMEs) in the state, the Mamata Banerjee government will soon sign an agreement with Science and Technology Entrepreneur's Park (STEP) at IIT Kharagpur.

The MSMEs will have the platform of putting up problems related to technology and STEP will be ready with solutions.

"The MSMEs in the state should develop their human resources and also go for technical up-gradation to ensure that their products get better acceptance in the market and their earnings go up. STEP at IIT Kharagpur has a state of the art laboratory and it will be helping them out with technology solutions," said Rajesh

Pandey, Principal Secretary of State MSME department on the sidelines of the 4th Manufacturing & MSME Conclave and MSME Award organised by Bengal Chamber.

The entrepreneurs will put up their problems in the state government portal and STEP will come up with solutions.

The department is in talks with IIT Kharagpur and is hopeful that things will be finalised in one or two months.

A senior official of the department said that the department is holding talks with Spencer's to offer a better marketing platform for some quality products that are being produced in different parts of North Bengal. These products include Tulsi juice, honey, cardamom, mushroom, broomsticks to name a few.

"We want Spencer's to purchase the products directly from the producers and sell

them at their stores," the official said.

Talks are also on with e-commerce platforms so that these products can be sold through these platforms too. Textile products under the brand like Manjusha, Tan-tuja are already being sold in e-commerce platforms and the demand is reasonably good.

The department has already identified the problem areas associated with MSME through their general managers in all the districts. The problems lie in the product itself, in equipment, in packaging and some other areas.

"We believe that products like Purulia mask, Sitalpati of Cooch Behar, the mats of Sabang, and the different handicrafts at Junglemahal will have a much greater export potential with technological intervention and better packaging," the official added.

Publication: - Outlook (<https://www.outlookindia.com/newscroll/tata-steel-branded-business-to-grow-at-10-in-fy20/1754139>)

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He was speaking on the sidelines of Manufacturing & MSME Conclave, organised by The Bengal Chamber of Commerce.

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Sahni said the total distributed (branded) steel business is worth Rs 20,000 crore and the company is continuously deepening product portfolio to suit customer demand.

"We will be adding three more products in the coated segment as the demand is rising," he said. Sahni said the coronavirus scare should end by March.

Tata Steel offers hosts of brands for retail and MSMEs.

The company also offers a platform for finance and supply chain planning for MSMEs. PTI BSM SBN SBN

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Publication: - Business Insider (<https://www.businessinsider.in/business/news/tata-steel-branded-business-to-grow-at-10-in-fy20/articleshow/74514823.cms>)

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