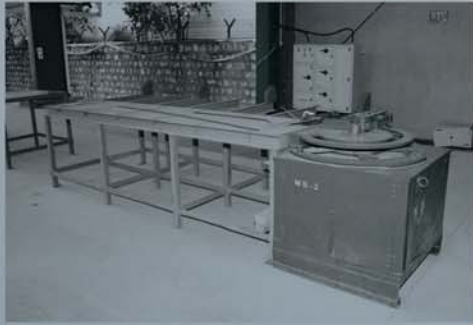
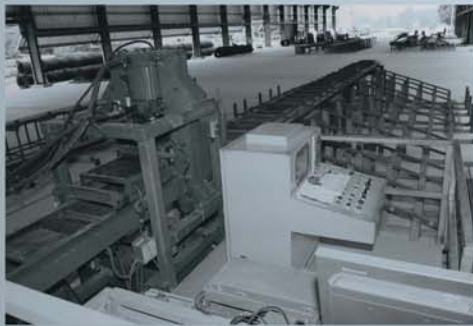




Build smart with TATA TISCON Bar Fabrication Shop





Credentials of a pacesetter

Tata Steel is the largest private sector steel company in India and the very first steel company in Asia. Since its inception it has been at the cutting edge of steel technology, backed by its captive mines, state-of-the-art processes and R&D. Tata Steel takes pride in having created a wealth of brands such as Tata Steelium (India's first branded cold rolled steel), Tata Pipes, Tata Wiron (galvanized wire products) and a premium range of reinforcement bars under the brand name TATA TISCON.

Deming Award

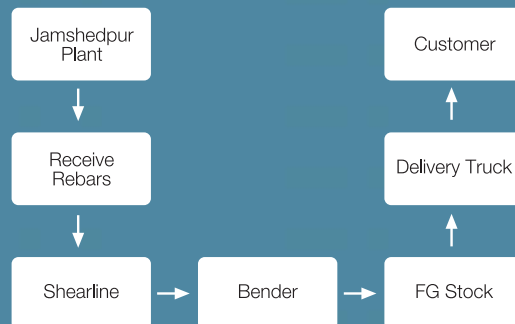
Tata Steel is now the first integrated steel company in the world, outside Japan, to be awarded the Deming Application Prize for excellence in Total Quality Management.



TATA TISCON Bar Fabrication Shop in Bangalore

Built across 4805 square metres and with a capacity of 4000 tpm, the TATA TISCON Bar Fabrication Shop is designed on and supported by the technology used in the cut and bend service offered by NatSteel, a wholly-owned subsidiary of Tata Steel. Bangalore was picked over other cities to kick start the pilot project because the city is growing at a terrific pace and is strategically located to cater to the southern market. The machine automated TATA TISCON Bar Fabrication Shop will be able to add precision to projects like never before.

Flow of events inside the service centre



A man wearing a white short-sleeved shirt, blue jeans, and an orange hard hat stands on a metal walkway with a yellow railing. He is looking towards the right side of the frame. The background is a vast, industrial steel fabrication shop with a complex network of steel beams and structures. The lighting is bright, and the overall atmosphere is one of a large-scale manufacturing facility.

TATA TISCON Bar Fabrication Shop

As the leading steel company in the country, Tata Steel has constantly introduced new products and services to meet latent consumer needs. Its latest, a 'cut and bend service' through the launch of TATA TISCON Bar Fabrication Shop, has the potential to become yet another venture that India will see for the very first time.

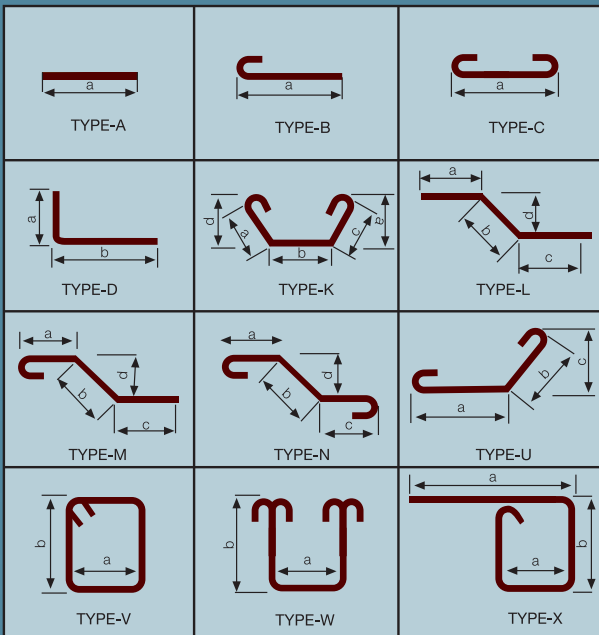
The TATA TISCON Bar Fabrication Shop will customize the lengths of the rebars and bend them at required angles, in accordance with the project's blueprint. A fast and efficient solution, the service will cater to every kind of reinforcement requirement for structures. Redefine concepts of time and inventory management, and reduce material wastage. The TATA TISCON Bar Fabrication Shop is a 'just-in-time' delivery service that works like clockwork to meet a project's 'cut and bend' needs, in compliance with the client's working schedule.



Why a cut and bend centre?

Tata Steel's brand of rebar TATA TISCON is a market leader in its area of operation. By giving it the 'cut and bend service' advantage with its TATA TISCON Bar Fabrication Shop, Tata Steel will not only secure TATA TISCON's position as a market leader but also solve the time and material crunch the construction industry is facing currently. A step towards forward integration in the rebars business, it will become not just a supplier of raw materials but a partner in every project.

TATA TISCON Bar Fabrication Shop fabricates the shapes of rebars with a higher accuracy



TATA TISCON rebars



TATA TISCON rebars are manufactured in the world's most advanced steel plant. Made from pure steel, with controlled chemistry and minimum impurities, every rebar incorporates the most advanced TMT technology and has a perfect combination of strength and ductility. To meet the requirement of different consumers TATA TISCON has made available different grades of rebars which include CRS (Corrosion Resistant Steel) and Super Ductile rebars. In addition to these TATA TISCON has introduced TATA TISCON 500 as per the latest international standards for better strength, safety and economy.

Challenges faced by the construction industry

With cities in India growing at an unprecedented pace, the construction industry needed something that would speed up the time taken to complete a project, without compromising on quality and safety. A 'smart' construction solution that would benefit everyone, from the customer to the service provider.

Not surprisingly, Tata Steel was the first to come up with a solution, a 'cut and bend service', which promises to keep pace with the changing cityscapes.



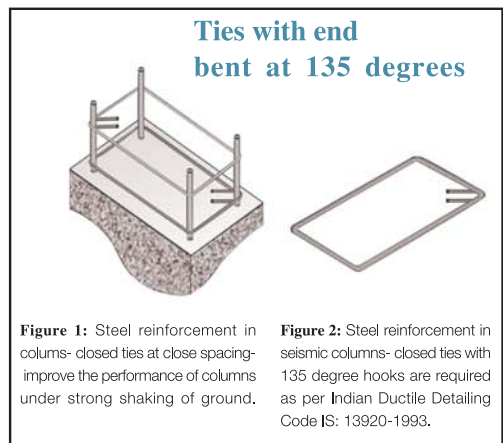
Advantages of the TATA TISCON Bar Fabrication Shop

- **Reliability of steel and supply:** TATA TISCON rebars from the TATA TISCON Bar Fabrication Shop are made from 100% virgin steel. The supply of raw material, according to a given schedule is guaranteed; there is no question of delay due to non availability of steel.

- **Better site productivity:** There is a reduced involvement of labour used for handling, cutting and bending. This makes site management much easier. Projects get a competitive edge due to the enhanced speed of construction.

- **Better quality construction:** The TATA TISCON Bar Fabrication Shop is fully automated and rebars are fabricated to IS standards. The machines guarantee a precision that is impossible to achieve manually. The accuracy with which the rebars are cut and bent leads to easier fabrication on site. It is specially suited for construction in earthquake prone zones as the rebars can be bent to exactly 135 degrees (the perfect angle to counter earthquakes).

- **Reduced wastage:** Wastage of materials is averted as human error is done away with, with the help of the machines at the plant. As a result the cost of disposing waste material onsite is also reduced.

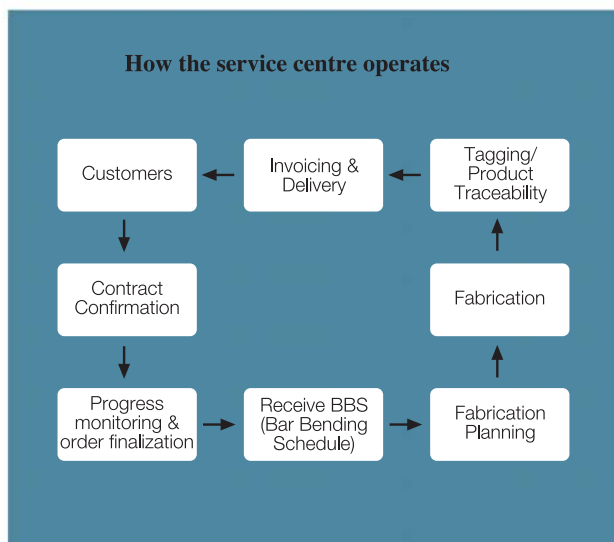


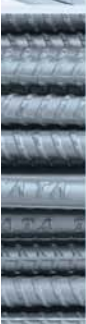
- **Less time taken:** The time taken to complete the project is reduced as the entire process is comparatively error free as it is mostly machine automated.

- **Reduced project cost:**

1. Inventory and storage cost is negligible due to the 'just-in-time' delivery system. The service offers raw material storage, at any point of time, for a period of 12 days of sale.
2. Labour cost is reduced as the entire cut and bend process is limited to ordering the material according to blueprints.

- **Follow-up service:** After the service has been carried out; the TATA TISCON Bar Fabrication Shop provides an ongoing follow-up service at each construction site.





Marketing & Sales Head Office

Kolkata: Tata Steel Ltd., Tata Centre, 43, Jawaharlal Nehru Road, Kolkata 700 071
Ph: 033 6550 8179 Fax: 033 2288 1640 Sales office: 033 65508172

TATA TISCON Bar Fabrication Shop

Bangalore: Tata Steel Limited, 'A' Wing, Jubilee Building, 2nd Floor
45, Museum Road, Bangalore 560 025 Ph: 080 6560 4602