

Celebrating 25 years of Colorbond: Tata BlueScope Steel announces expansion in UP

Embarks on an journey of business expansion in Uttar Pradesh



Shenzhen airport terminal.

Tata BlueScope Steel, a joint venture between Tata Steel and BlueScope Steel, celebrates 25 years of excellence with its flagship brand, Colorbond, as it embarks on an journey of business expansion in Uttar Pradesh (UP). Aptly named "Project Vistaar," this initiative represents Tata BlueScope Steel's strategic commitment to UP, offering high-quality colour-coated roofing & cladding solutions tailored to the unique needs of the UP market.

Colorbond steel has become a hallmark of architectural excellence over the past 25 years. Its versatility, durability, and aesthetic appeal have made it the preferred choice for top architects and construction professionals in a wide range of projects, from commercial complexes to industrial hubs.

"Our commitment to quality and innovation has been the cornerstone of our success," said Anoop Kumar Trivedi, MD, Tata BlueScope Steel. "We're committed to delivering high-quality steel solutions that will not only meet but exceed the expectations of our customers in UP."

Tata BlueScope Steel introduced 'Project Vistaar' to the state at the Uttar Pradesh Investor Summit 2023 in Lucknow, signifying a significant expansion of its presence in the state. This expansion aligns with its recognition of UP as one of India's largest domestic markets, with a government focus on infrastructure and industrial projects that positions UP as a key driver of India's economic growth.

Tata BlueScope Steel's existing dealer network boasts over 6000 touch points across India. In UP, the company has established a network of around 550 dealers. Their plan is to establish 1,000 additional outlets in UP, providing local entrepreneurs with the opportunity to partner with Tata BlueScope Steel.

Additionally, Tata BlueScope Steel will launch next-generation colour-coated steel solutions tailored to UP's diverse environmental conditions. These solutions, leveraging Tata BlueScope Steel's decades of research and development expertise, will further establish Tata BlueScope Steel as a provider of sustainable and technologically advanced steel solutions in UP.

In addition to the business expansion, Mr. Trivedi also spoke about the company's larger vision and brand purpose '#ShelterforAll'. "As we expand into Uttar Pradesh, we are driven not only by our commitment to quality but also by a broader purpose," Trivedi added. #ShelterforAll encapsulates Tata BlueScope Steel's mission to enhance lives, support communities, and create a lasting and positive influence in the world. Through this initiative, Tata BlueScope Steel aims to raise awareness around critical issues related to shelter and housing, with a focus on the well-being and aspirations of individuals and communities.