

# Tata BlueScope Steel plans 1,000 more outlets in UP

TIMES NEWS NETWORK

**Lucknow:** Tata BlueScope Steel, a joint venture between Tatas and Australian firm BlueScope, announced the launch of 'Project Vistaar' at the UP Global Investors Summit on Saturday.

Under the project, Tata Blue-

Scope plans to set up 1000 additional outlets in UP supplementing the existing ones.

MD, Tata BlueScope Steel, Anoop Kumar Trivedi said: "UP is an important market and an ideal investment ground for businesses. With government focus on infra and industrial pro-

jects, the state would soon be one of the key drivers of India's economy and growth."

Trivedi said with UP claiming to be one of India's biggest domestic markets, Tata BlueScope Steel would partner in the state's progress through its sustainable and technologically ad-

vanced colour coated steel solutions.

Trivedi said the expansion would reduce dependency on Tier 1 cities, optimising overall costs, access to quality goods and services from reliable sources, more opportunities for smaller businesses, allied servi-

ces and employment opportunities. "Through the expansion, Tata BlueScope Steel aims to develop a strong value chain for enabling quality products and solutions in remote areas in UP, by integrating small business owners' in over 350 talukas," he said.

Photos: Ajay Kumar & V Sunil

