

Quenching India's Thirst



Pravaah Issue 3

Highlights

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On 15th August 2022, India celebrated its 76th Independence Day. A proud day for every Indian.

Arashdeep Singh Chawla
General Manager, DI Global Sales, Tata Metaliks



Arashdeep Singh Chawla,
General Manager,
DI Global Sales, Tata Metaliks

Greetings from Tata Metaliks!!!

On 15th August 2022, India celebrated its 76th Independence Day. A proud day for every Indian.

We, at Tata Metaliks, feel proud that we are contributing towards the nation building with our Tata Ductura DI Pipes in the water sector be it by supplying water under our Honourable Prime Minister's Program of Har Ghar Nal Yojna that is Jal Jeevan Mission (Rural), AMRUT 2.0 or for Pipes Irrigation Network and would like to thank all our customers (State Water Authorities, EPC, Contractors) during this journey till date and a way forward also for building robust water network systems in India.

We would also like to express our gratitude towards our international customers/ trade partners who have valued our products and services and, as a result, we have our global footprints in more than 40+ countries.

The last two years have been difficult, with respect to steep increase in the raw material prices due to the pandemic and Russia-Ukraine conflict although the demand was very high, due to the Govt. of India initiatives of Jal Jeevan Mission, Swachh Bharat Mission, Amrut 2.0 etc. This has resulted in the increase in cost & delays in project execution. With the softening of raw material, specially coal prices, which had gone up to \$670 in Q4 of FY22 to around \$240, has resulted in correction of prices for metal pipes.

In this edition, we have covered the Customer & Customer Account Managers (CAM) testimonials, various initiatives that we, at TML, are taking to enrich customer journeys with value-added content like Salesforce CRM, TPI Portal, upgrading of our technical assistance through Technical Services Portal, etc.

As a commitment to our society, Tata Metaliks is into CSR activities, a glimpse of which is given in this newsletter.

We look forward to getting your continuous support in terms of feedback so that we can bring more value-added content in our future editions.

Happy Reading.





G. Balasubramanian,
Head, Supply Chain &
Subcontract Management
Water & Effluent Treatment IC
L&T Construction

L&T Construction's Water & Effluent Treatment business develops water infrastructure offerings which serve to store, move and treat water, thus delivering substantial social and economic benefits. The business has established itself as an industry leader by executing, commissioning and operating mega water projects in the areas of drinking water supply, wastewater treatment, industrial water treatment, irrigation and development of smart water infrastructure across the length and breadth of the country. The business has successfully forayed into Middle East, East Africa & SAARC.

L&T's Water & Effluent Treatment business is organized into 3 verticals – (i) Water & Wastewater; (ii) Irrigation, Industrial & Infrastructure; (iii) Water International.

The Water & Wastewater business vertical comprises of Rural Water Supply, Urban Water Supply, Water Management and Wastewater Treatment encompassing the entire spectrum of water and wastewater solutions.

The Irrigation, Industrial & Infrastructure business vertical constitutes Mega & Micro Irrigation, Industrial Water Systems & Effluent Treatment, Desalination and Smart Water Infrastructure, catering to the needs of agriculture and industries.

The Water International business vertical lays its focus on the international markets and continues to tap business opportunities in the regions of Middle East, East Africa and SAARC.

Our association with Tata Metaliks Ltd (TML) started way back in the year 2013 and since then, the business partnership is growing from strength to strength. Single largest order of DI pipes ever placed by L&T was bagged by TML, which is a great testimony of the association between the two companies and the trust TML enjoys within the ecosystem of L&T. TML stands for its commitment of deliveries under any circumstances. Their first ever order to supply DI pipes to Oman was given by L&T. This was during the peak of Covid19, and the entire world faced unprecedented disruption in container availability. TML leveraged the strength of Tata Steel's logistics wing to ensure that the pipes reach the project site as per the original delivery schedule. This could have not been done by anyone other than a Tata group company. The quality systems of TML facility is top notch and we have not received even one NC till date on the product quality. TML's business ethics and adherence to contractual commitment is highly commendable. L&T has a unique characteristic of completing the projects undertaken even if they become commercially unviable. TML's business ethos sync very well with L&T's above characteristic and this make them our preferred Vendor Partner.

CAM SPEAKS



Vamshim Boorgu

Hi, I am a proud TMLian since 2010 and responsible for the states of Karnataka, Kerala and Tamil Nadu. We serve all our customers in these states, whether they are small, medium or large EPC's keeping in view that we take orders which we can execute within the set time frame. We are a customer-centric organisation. For us, customers come first and we strive to fulfil customer requirements at the same time adhering to Tata business ethics and principles. I have had the opportunity to do business with one of the best corporate companies - Larsen & Toubro Ltd. As stated by Mr. Bala we honour our commitments even if the contracts are not commercially viable. One such example is L&T MP Projects where the order was taken when the coal prices were at \$100 the prices went up to an unprecedented price of \$670. We, at TML, continued to supply without going back on our commitments which normally other manufacturers do not under these situations. We are still honouring our commitments as per agreed contracts. L&T also reciprocated in the positive manner and has been supportive and is with us in our highs and lows. I sincerely wish this association continues and both TML and L&T continue to enjoy being the most preferred supplier.





International Customer Speaks



“Since 2008, working with TML has been something successful. We started from small orders with on-time delivery with high quality level to the biggest world level customer as the ICRC or the most famous Water Distributors as VÉOLIA, undoubtedly; Tata Metaliks is a leader who can customize the specifications as per the requirement in a while and still respecting the agreements concluded. After 15 years of cooperation and more than 20 countries supplied by the pool TML-WTS, I can declare that Tata Metaliks is a strong and skilled Partner, their Teams are working to ensure durability in service, which is quite appreciable for a supplier who are located at 12,000 km away. Hope to continue for a longtime partnership.

Julien Amblard
Directeur Général
Water Technology Solution SA

“We have been associated with Water Technology Solutions for more than a decade now as they are one of our first export customers. We have supported each other through highs and lows over the years. They have been our trusted partner in supplying to European and French-speaking African countries and we believe that this will be a fruitful association for times to come. Aqualia Ltd., one of our key customers, has been one of our regular customers for many years. They are one of the largest distributors in Mauritius and have a very strong network in that region. We believe, one of the major reasons why Aqualia trusts us, is because of our superior product performance and low turnaround time for order execution.”

CAM SPEAKS : Kaustav Roy Chowdhury





We, on behalf of Exim Nepal Pvt. Ltd. have been using and supplying Ductile Iron Pipes Socket and Spigot End from TATA Metaliks Ltd., Kolkata from the year 2011 and supplying to different clients in Nepal, Kathmandu Upatyaka Khanepani Limited, Nepal Water Supply Corporation, Urban Water Supply and Sanitation Sector and others. Main advantages of this company are commitment to quality, prompt response from the sales representative and timely delivery. We are convinced with the product from TATA Metaliks and our company will be using TATA Metaliks' DI Pipes for the upcoming Water Supply Project.

Kiran Vaidya
Executive Director
Exim Nepal Pvt. Ltd.

We are also supplying our DI pipes to M/s Exim Nepal for almost a decade now. Our prompt delivery, consistency in product quality and efficient planning along with proper execution have helped us secure their confidence and many other esteemed clients like Star Sin, Ecoplus, etc.

CAM SPEAKS : Suprassana Hazra



We are an integrated pipe solutions company founded in 1963, based in Singapore. In 2018, we began growing our ductile pipe systems business and were looking for a suitable manufacturer - and partnered right with Tata Metaliks.

Over the years, through good times and bad, Tata Metaliks has proven to be a steadfast partner. In the recent period of tumultuous supply chain disruption from Covid-19 and volatile raw material fluctuations, the team at Tata Metaliks stood by us to honour and fulfil our commitments in the best way possible.

Moving forward, we are confident with Tata Metaliks' continued investment into technology, new capabilities and sustainable development. We will further enhance our cooperation to better serve the market and create a long-term positive impact.

Kelvin Teo
General Manager
Chong Cheong Foundry Works Pte Ltd

"The association of TML with Chong Cheong started with a visit of Mr. Kelvin to our office in Kolkata and our plant back in 2018, which was followed by a trail order. Once Mr. Kelvin was convinced about the quality of our products and the promptness of our services, we became their major supplier. Today TML supplies them with significant quantity per month and we are working together to take this relationship to the next level.

CAM Speaks : Suprassana Hazra



Customer Relationship Management

As part of our ongoing digital transformation journey and customer-centric culture, we are on the verge of completion of end-to-end CRM Salesforce Implementation by which Tata Metaliks will become the first Ductile Iron Pipe manufacturer in India to implement all its marketing and sales related processes on a single platform to manage its entire lead to cash cycle including after sales while enabling “Business on Mobile” for its customers. With this implementation following are the benefits that are expected for all our stakeholders like reduced lead time for activities, ease of access, effective utilization official instruments, transparency and one-stop solution for all activities. The platform will offer real-time visibility of orders, invoices, payments, status of complaints, etc. to our customers and dealers through secured logins. Further, the availability of CRM on mobiles will not only enhance flexibility and ease to our customers, but also will enable us to respond to their specific needs with agility.



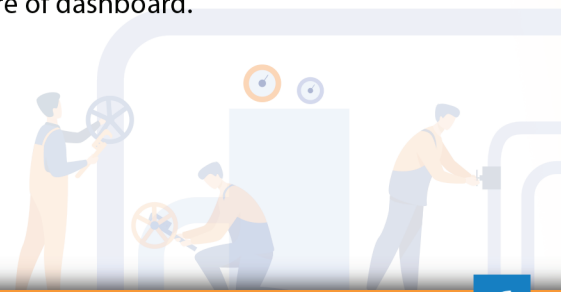
Portal for Technical Services

About Technical Service

Technical Service (TS) as a value-added service provided to esteemed customers as per CUSTOMER ENGAGEMENT POLICY covering both Pre-Sales and Post Sales activities towards ensuring our customer have best practices and experience while using Tata Ductura pipes. This is an endeavour to constantly work with our customers and strengthen the relationship.

Purpose

The Technical Service department at TML (DI Pipes division) has developed a digital platform for engaging with customer, the same will be launched in Aug'22 (Currently in UAT) and will be followed by mobile application shortly. This digital platform enables customers with anytime anywhere access to manuals, processes, query management, library for knowledge pieces and real time collaboration. This platform is expected to increase the frequency of connect with customers and reduction in time of response thereby providing timely support to customers. This portal also has customized feature of dashboard.



Aims of this project are:

Customer Satisfaction

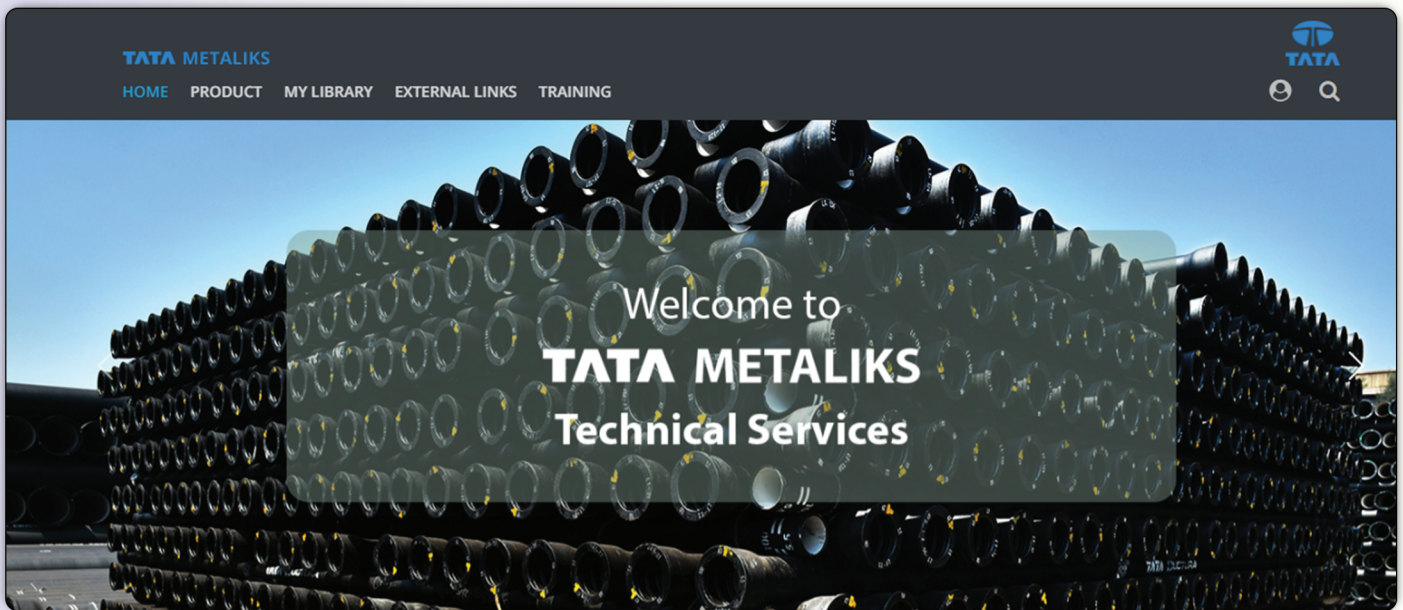
Reduction of Customer Complaint

Increase the Number of Technical Services Provided

Environment Friendly

Digital Transformation

For accessing the platform, customers can write to tst@tatametaliks.co.in or connect with our respective TML CAM's / Sales Executive.



TECHNICAL SERVICE SESSION

21

JUL, 2022

TECHNICAL SERVICE SESSION

Aurangabad, Maharashtra

30

JUN, 2022

TECHNICAL SERVICE SESSION

Lalitpur, Uttar Pradesh

24

JUN, 2022

TECHNICAL SERVICE SESSION

Athagarh, Odisha

12

MAY, 2022

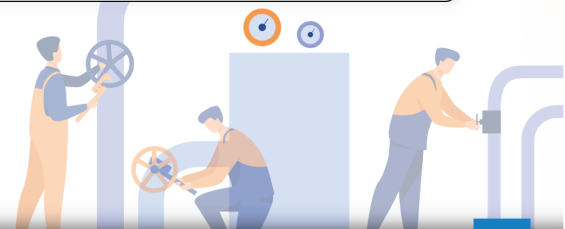
TECHNICAL SERVICE SESSION

Sundargarh, Odisha

Image Gallery

TRAINING

Date	Location	Customer Name
21-07-2022	Aurangabad, Maharashtra	
30-06-2022	Lalitpur, Uttar Pradesh	
24-06-2022	Athagarh, Odisha	
12-05-2022	Sundargarh, Odisha	
29-03-2022	Online	



DI Quality Prediction

Project Lead: Hindol Bose

Business Context

The ductile iron pipe is manufactured through multi-stage process: Ironmaking -> Induction Furnace -> Mg Treatment -> Centrifugal Casting -> Annealing -> Finishing.

The quality of ductile pipe is assessed through Elongation % and Tensile strength.

Any process deviation can lead to production of pipes with insufficient mechanical properties as per specifications (IS 8329, ISO 2531, EN 545, EN 598).



Analytics Rationale

Identification of process parameters and chemistry deviation can help in predicting “Not ok” pipes (pipes that do not possess the required Mechanical properties as per specification) before they are charged in the annealing furnace. Predicting after annealing microstructure and mechanical properties in mid-stage process can help in course-correction to produce First Time Right pipes and hence, reduces the re-processing of pipes.

Date: 2022-07-04
Time: 13:54:08

Download

Switch Mode

Pipe	Date & Time	Dia	Class	N%	NC	Pearlite%	Carbide%	%EI	TS	HBW	QUALITY	ACTION
CG0404501K	2022-07-04 13:46:43.400000	800	K9	90.39	12.4	9.65	0.43	12.98	461.19	158.12	OK	✓
CG0404501T	2022-07-04 13:37:50.680000	400	K7	88.11	254.98	6.35	0.33	13.05	458.67	156.7	OK	✓
CG0404402K	2022-07-04 13:40:34.170000	800	K9	90.38	111.3	9.6	0.43	12.99	461.14	158.1	OK	✓
CG0404404T	2022-07-04 13:34:55.723000	400	K7	88.1	354.72	6.31	0.33	13.06	458.62	156.68	OK	✓
CG0404403T	2022-07-04 13:32:47.703000	400	K7	88.1	354.72	6.31	0.33	13.06	458.62	156.68	OK	✓
CG0404206T	2022-07-04 13:22:12.747000	300	K7	87.12	935.61	5.0	0.15	13.17	457.85	156.16	OK	✓
CG0404006V	2022-07-04 12:55:43.333000	200	C40	86.72	1021.62	4.38	0.15	13.0	456.49	155.59	OK	✓
CG0404005V	2022-07-04 12:53:54.880000	200	C40	86.72	1023.75	4.38	0.15	13.0	456.51	155.6	OK	✓
CG0404004V	2022-07-04 12:52:31.047000	200	C40	86.72	1023.75	4.38	0.15	13.0	456.51	155.6	OK	✓

Third Party Inspection



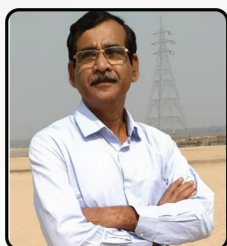
Project Lead
Ms Simmy Kumari



Process Owner
Sandip Ghosh



Process Owner
Mr Santanu Banerjee



Process Owner
Vaskar Roy Choudhury

The Third Party Inspection team in our Quality Assurance department forms a bridge between the buyer and the manufacturer. It ensures that the outgoing pipes are in compliance with the customer requirements. It caters to the third party inspections for the quality of the DI pipes taking place in TML. The inspection process is carried out in conjunction with Third party officials, TML and/or the customers/clients. Various parameters are checked and confirmed before the despatch as per agreed quality assurance plan (QAP) of the product. The inspection document is prepared and stamped by this wing and is sent with the final products.

Purpose

This wing of Quality Assurance Department at TML (DI Pipes division) is developing a digital platform for the customer and third party officials to get maximum benefit by using both Portal and Mobile application. The purpose of this platform is to facilitate virtual inspection remotely for our client and inspectors digitally as and when required. The user can go through different instruction manual, Knowledge sharing videos, Technical & Past Inspection repository while attending the inspection virtually. At the same time all the inspection reports will be generated and sent to the customer on real time basis.

Jal Jeevan Mission (Rural)

Jal Jeevan Mission (JJM) launched by the Hon'ble Prime Minister on 15th August 2019 to provide tap water connection to every rural household envisages supply of drinking water through piped water supply network, of adequate quantity @55 litres per capita per day (LPCD); with prescribed water quality (BIS 10500:2012 standard); adequate pressure to every rural household on regular and long-term basis. The mission that has an outlay of INR 3.6 lakh crore (US\$ 45.08 bn) target to provide tap connections to balance 15.92 crore rural households as on 15.8.2019. Since its launch, 6.637[3] crore households have been provided tap connections achieving an overall coverage of 51.59%

Some of the finer points on the Mission are as below:

FY22:

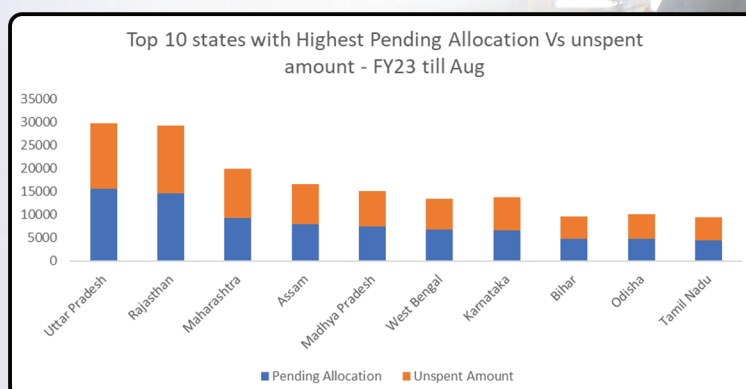
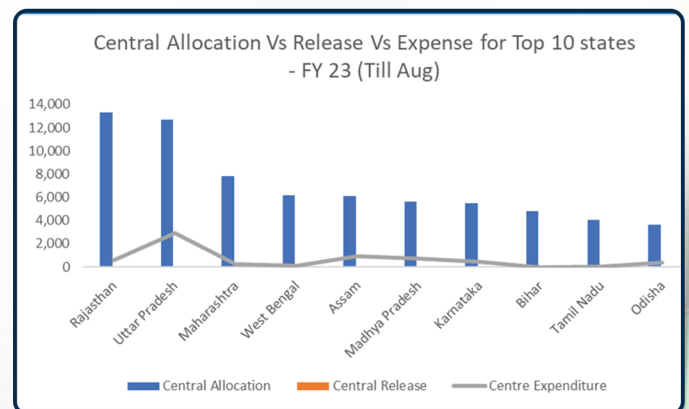
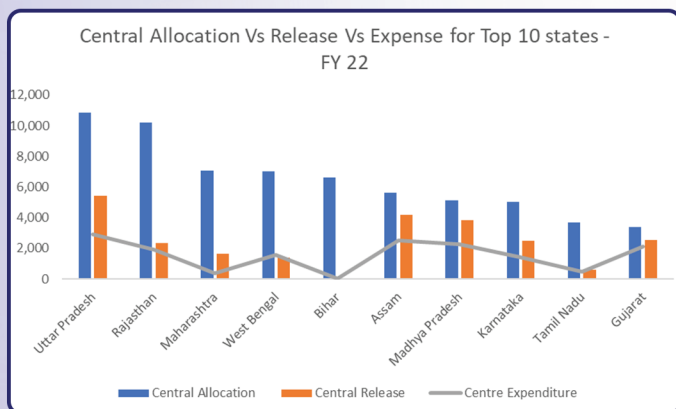
- Total Center Allocation for FY 22, was 92K Cr and out of which the total Centre Release was 40K Cr.
- Out of the total Centre Release, 36% remained as the unspent amount by the Centre at the end of FY22.
- States' contribution in the total expenditure is around 42%

FY23-Till August 22

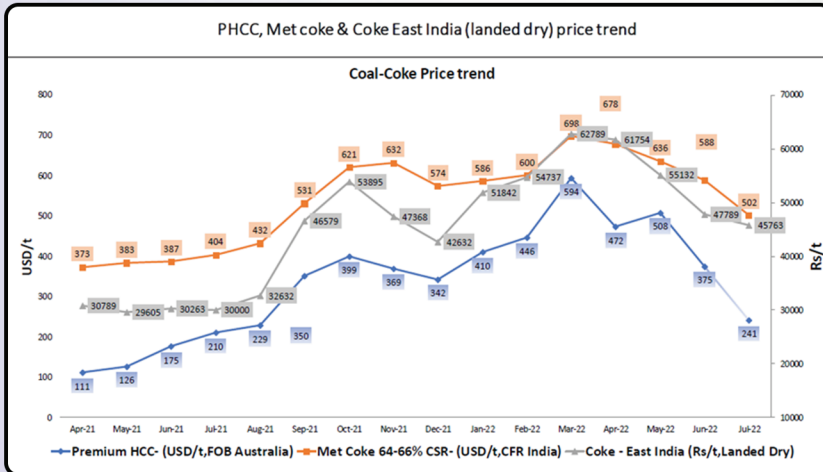
- Central Government has added an allocation of another 8.5K Crore to the total allocation of 92K Crore till FY22 making total allocation to 100K Crore.
- With a release of 3.2K crore in FY23 making the total Release of Central Fund to 43.2K Crore.
- Total Spent of Central Funds by various states is 83% of total Central Released funds.

Top 10 states with highest Pending Allocation Vs Spending

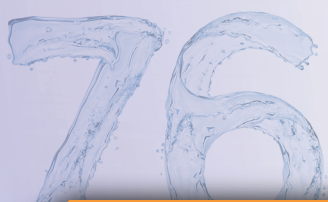
The data of pending allocation and unspent funds indicate that these 10 states will have lot of project executions which will happen across these states.



Raw Material Trends



- Coking coal prices reached higher than average historic level; earlier this year due to insufficient global supply growth to cover shortfalls in trade resulting from sanctions against Russia.
- Russia Ukraine conflict has opened opportunity in India to export PI as there are no other exporters in the global market except Brazil.
- GOI is reconsidering removal of export duty on PI and steel.
- PI prices will continue to depend on domestic supply demand scenario.
- Spot prices of Prime HCC (PHCC) dropped majorly from 1st June. This is due to several spot sales, even by big ISP's. Potentially going ahead market expects the price for PHCC to remain range bound.
- Tier 2 Coals (Semi hard) and PCI availability have been extremely thin. With thermal coal (6000 kcal) ruling at a certain level, as a strategy, miners are tempted to pileup semi soft and PCI along with thermal coal for better realization. Hence going ahead availability of such coal that can be blended and PCI will be an issue.
- Early signs of improved production have been observed in China with relaxation of stringent COVID policies. Movement of coke price will depend on performance of steel industries. Otherwise, we expect the coke price to follow the same trend as coal price movement in Q2.
- In Q2, should there be any relaxation on export duty on steel then prices of Iron Ore may show marginal uptick if there is corresponding pull from consumers (steel manufacturers)



Lives Impacted by TML:

Anchintya Ari, Secretary, Samraipur Jan Kalyan Samiti:

"Our village is predominantly a tribal village with over 80% households belonging to Lodha Tribe. Most of the families in the village are daily wage earners and live in kutcha houses. Coming from the tribal community, and "so-called lower caste" we faced a lot of discrimination and hardship. On top of it, we lacked basic facilities; no proper drinking water source, no toilets and earthen lanes connecting houses that were difficult to walk on during rainy season. When no one took care of us, Tata Metaliks came forward. Under its CSR initiative, TML has ensured that 100% of the families have access to safe drinking water through solar operated drinking water system and sanitation facilities constructed in the form of community toilets and bathrooms for women. Village lanes are now cemented, and village looks so clean. Company also renovated two schools of the village. TML has completely changed the picture of my village".



Editors



Dhritiman Roy



Shatakshi Bhatnagar

For any further feedback or queries, mail to shatakshi.bhatnagar@tatametaliks.co.in
or click on <https://forms.gle/XeMqnpToeaDJYPh8>

Ethics Committee

Something doesn't feel right? Something doesn't seem right?
Speak Up!

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Saikat Datta, Ethics Counsellor

What's the Word?

Jumbled Words

01. | **TEKCOS**

02. | **KETSAG**

03. | **EDLUITC**

04. | **ADRUCTU**

05. | **TOGIPS**

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Scan the code to solve the words

