

TATA METALIKS

7 REASONS FOR LIFELONG HAPPINESS



Strict temperature control during casting



Uniform external coating of Zinc and Bitumen/Epoxy



Cut and chamfered spigot end for smooth entry



Uniform thickness, ovality and straightness



Internal grinding of cement mortar lining



Superior Chemical, Metallographic and dimensional properties



Extra-long type socket design

Foreword

"At the onset, I hope both you & your family are safe and healthy in such unprecedented times!

An extremely warm welcome to the inaugural edition of our customer newsletter "Pravaah - Jal se Jeevan". Befitting its name, Pravaah is an attempt to showcase TML's continuous journey on customer centricity & corporate citizenship, both of which are at its core, no matter how hard the times get. As they say, at the time of crisis you get to know your friends better and we say it's such times that brings us all the more together.

Befitting the theme of reflectiveness, this inaugural issue features the Technical, Social and Creative aspects of TML's DI pipe business. In today's era, Digitalization is no longer a concept, but a ubiquitous fact. We have thereby dedicated a section on digitization which will provide you a sneak peek into TML's Digital Transformation journey. This will help us establish digital footprint in the DI pipe industry. As Tata Metaliks (TML) stepped into its 25th anniversary, it has rededicated itself to the cause of water. Accordingly, we have included a section on the "Jal Se Jeevan" initiative that TML has launched to mark its 25th anniversary in this issue.

Be sure to let us know what you think of it. We would also love to hear from you about interesting topics and projects that you would like us to cover in the next edition, which is scheduled for publication this winter.

Lastly, on behalf of Team Tata Metaliks, I would like to express my heartfelt gratitude for giving us an opportunity to serve you.

Let me conclude by wishing you and your family the best of health! Please stay safe! We look forward to your continued support as usual."

Arashdeep Singh Chawla

General Manager, DI Global Sales, Tata Metaliks



PRAVAAH

TML INITIATIVES

JAL SE JEEVAN

As Tata Metaliks (TML) stepped into its 25th anniversary, it rededicated itself to the cause of water.

It launched its 5 year water initiative “Jal Se Jeevan” aimed at creating and developing water harvesting and conservation structures in 25 target villages around its Kharagpur plant and making TML water positive.

TML believes every drop of water made available for industry or the community helps strengthen its commitment to sustainable development and integrated water resources management. With ‘essential amenities’ being a focus area for its CSR initiatives, TML has actively worked on many projects including installation of drinking water units, clean working toilets and improvement of sanitation in and around the West Mednipur district. Jal Se Jeevan will further strengthen TML’s association with the cause of water.



IWWA PATNA

The 52nd edition of the Annual Convention organized by Indian Water Works Association (IWWA) was held over 10th - 12th Jan 2020 at Patna. There were 59 participants belonging to Valves & Pumps manufacturer, Water Treatment Solution provider, Fittings manufacturer, PHED Bihar & Bihar Tourism. We delivered a technical presentation on the trending ideas in the industry which focused on the water resource mangement and need for a legalised a water regulation policy.

Our Stall was inaugurated by Shri Vinod Narayan Jha, Hon'ble Minister PHED Bihar. The demonstration and the presentation helped us secure the 3rd position in the event.



Quality & Delivery Commitment

“Once we place order on Tata, we are assured of the quality and the commitment”

- S P S Bhadoriya
(Project Manager, The Indian Hume Pipe Co. Ltd, Maharashtra)

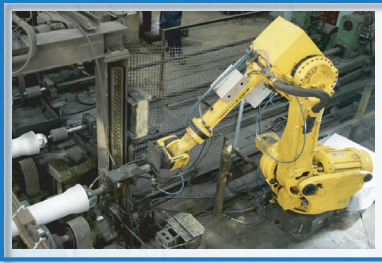
Credit Financing

“We have bagged an order of Rs 9.5 Cr for which TML is planning to enter into eco system model with Tata Cap; We appreciate the fact that this kind of credit financing model is never offered by any supplier to customers. It will be of immense help to us if provided”

- Sushil Agarwal
(MD, Tejas Constructions, Maharashtra)

CUSTOMER CENTRIC

DIGITIZATION & ROBOTICS



The digitization of manufacturing is changing how products are designed, fabricated, used, and serviced, just as it's transforming the operations, processes, and energy footprint of factories and supply chains. Manufacturing isn't about huge plants and long assembly lines anymore. Now they are digitised which means manufacturing will now move a little faster and so will we. TATA Metaliks has taken up 9 digitization projects in the DI manufacturing processes. Some of the projects include - Energy equipment consumption Analytics, IoT Based Edge Analytics & Predictive Maintenance - Vibration Sensors, Robots / Cobots, etc. Robotization of low hanging repetitive operations helped us reducing the high degree of man machine interface which further led to better utilization of human resources and a safer workplace.

TECHNICAL SUPPORT SERVICE

Technical Service Initiative is TML's comprehensive program for the identified customers covering both Pre Sales and Post Sales activities to improve Customer Relations.

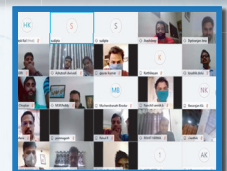
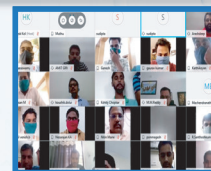
TML provides Technical Services on the following fronts.

1. Onsite support to customer at the pipe laying site for handling, stacking and laying of pipe.
2. Offsite support to customer by providing them technical knowledge through audio visual presentations, product brochures and manuals or documents as per requirement.
3. Providing technical training on installation of accessories.
4. Onsite classroom program for field staff, site supervisors and project managers. In the last one year TST has provided 24 nos. programs encompassing various work sites across 12 states.



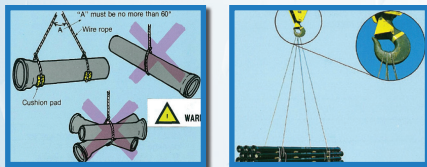
TECHNICAL WEBINAR

We conducted 2 technical webinars with our customers one each in June and July, 2020. These were attended by 150+ participants comprising of their Technical team, TML M&S and Technical team. The seminar focused on pipe manufacturing process, handling, laying, jointing, commissioning and testing of pipes. Questions were raised related to hydrotesting, corrosion and fittings as well. This initiative was widely appreciated by our customers as it enables us to be engaged with the customers at the COVID-19 times.

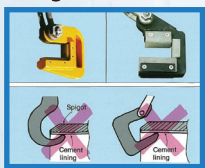


DOS AND DONT'S OF PIPES

Lifting - Use of wire rope or nylon sling



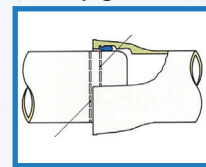
Lifting - Use of hooks



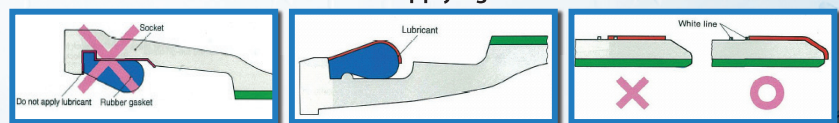
Apply lubricant to rubber gasket



Apply lubricant to spigot end



To be careful applying lubricant



*This list is non - exhaustive, for complete list refer to our leaflets that come with invoice copy

TML ACTIVITIES

CSR

Inspired by the words of Mr Ratan Tata

"A lot of money is less effectively used than it could be because an organization has not done enough research. Today, a large amount of philanthropy in India is deployed in traditional forms like building a temple or a hospital. India has to move into a more sophisticated form of philanthropy that is designed to make a difference rather than building edifices"

It is with this guideline that TML embarked upon the above customer outreach program to explore if it can design specific CSR initiative which will bring about relevant benefits to stakeholders within its business environment. Tata Metaliks has so far successfully implemented drinking water projects on "Community - Corporate" partnership model wherein one time infrastructure including a deep boring along with a network of water pipe - line with overhead tanks is being provided by the company and then handed over to respective village committees who then operate and maintain the facility and every household contributes towards the cost of power and cost of operating and maintaining the drinking water projects. We have covered 9 villages and 4000 lives by constructing around 176 toilets and 264 drinking water stations. Also 11 government schools, in community near our plant have been provided with drinking water and sanitisation facilities.



Quality & Delivery Commitment

"Really impressed with the quality standards TML are following in the manufacturing process. I can rate it as the best manufacturing plant in India. The outside coating of DI pipe is superior than all the DI pipe manufacturers in India. Kudos to the manufacturing process team and to continue the same systems for the best quality DI pipes supply."

- SVSN Raju
(DGM/ Materials, NCC LTD.)

Delivery

"Pipes were delivered well ahead of Purchase Schedule"

- K.P. Sudheesh Kumar
(Head, Supply Chain & Subcontract Management Water & Effluent Treatment IC, Larsen & Toubro Limited, Tamil Nadu)

COVID-19

With respect to COVID-19 pandemic, that has disrupted life and businesses alike in India and elsewhere, TATA Metaliks has adopted frequent safety measures for the wellbeing of their employees and human capital. Putting employees ahead of the productivity issues, our focus for safety functioning includes thermal screening at entry/exit, complete sanitization of entry/exit points, frequent sanitisation of the workplace and mandatory face mask. We are also emphasising on the need to balance family and household priorities with work. Undertaking the physical, psychological and emotional wellness drive, we have included online access to doctors, nutrition advice, web conferencing to ensure social connect, and online mindfulness sessions as well. Apart from this, we have also continued to engage with our customers through our CAMs during these trying times to extend support not only on matters pertaining to business and dispatch but beyond.

POST SCRIPTS

- In FY'20, we organised health camps including eye check-ups in 13 foundries and covered 1692 lives which was very well received by our customers
- TML has now started manufacturing K12 DI pipes

ETHICS COMMITTEE

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

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