



PRIDE OF FABRICATION

The **SUPERSTAR**
in Retail

TATA STEEL

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Retail Focus for a 'Super'ior User Experience

Tata Steelium was launched at a time when the market for cold rolled steel was fragmented and served by a host of undifferentiated products. It was to address this customer discomfort that Tata Steelium was designed to provide a complete peace of mind in purchase and consumption of cold rolled steel, through technological sophistication, assured availability, consistency of quality, customisation and dedicated distribution and service channels. In 2003, Tata Steelium was the first branded cold rolled steel in India.

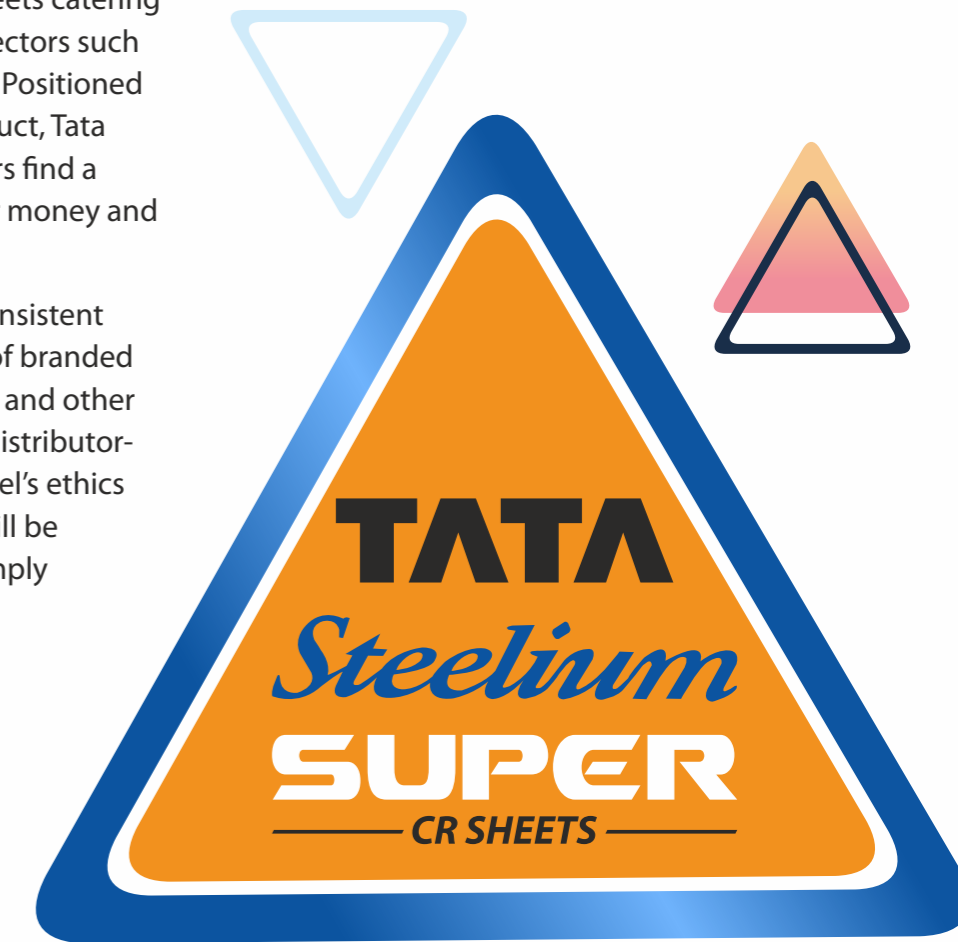
A new era of Tata Steelium begins with the brand's entry into evolving retail markets.



Creating **Pride** of Fabrication

Tata Steelium Super will provide effective support to the end users of CR Sheets catering to the unaddressed demands of sectors such as Furniture, General Engineering. Positioned as a premium value-creating product, Tata Steelium Super will help fabricators find a perfect balance between value for money and end-customer satisfaction.

Tata Steelium Super will ensure consistent availability of the highest quality of branded CR Sheets, delivered to fabricators and other end-users through an organised Distributor-Dealer network, driven by Tata Steel's ethics and values. Tata Steelium Super will be produced from TSBSL and will comply IS516(Part 1): 2016 requirements.



Making a 'Super'-Star – Tata Steelium Super



Pickling



Cold Rolling



Electrolytic Cleaning



Annealing



Despatch



Packaging



Cut-to-Length



Skin Passing

'Super'ior Advantages



Source Authenticity –
Inkjet marking on the entire SKU range



Superior Surface Finish –
- Clean surface helps to reduce pre-treatment costs
- Ensures quality and aesthetic superiority



Superior Drawability –
Robust mechanical properties ensure better performance during stamping and forming



Superior Tolerances –
Robust dimensional tolerances will allow a greater number of CR sheets per ton, thereby increasing value for money



Superior Flatness –
- Tabletop flatness (<5 mm of wave height) in sheet-form supply
- Reduces rework and improves weldability, joint strength and productivity



Standardised Packaging –
Sustainable LDPE and HDPE packaging with metal strapping will preserve sheet quality



Dedicated Technical Support –
Backed by a dedicated technical team to collaborate closely with customers



Robust Channel & Support Network –
Pan-India presence will ensure timely delivery



Recommended Consumer Price –
Transparent pricing to enable trust and collaboration within the community



The 'Super'ior Edge

Responding to the needs of India's ever evolving retail market, Tata Steelium Super is geared to provide a big momentum in the world of fabrication. With its spectrum of product and service offerings, backed by a legacy of trust, Tata Steelium Super assures its customers of an expanding scope for business. As an emerging retail brand Tata Steelium Super will give the 'super'ior edge to fabricators and usher in a revolution in quality and value in the retail market for CR steel.

Tata Steelium Super is ideal for a wide range of end-user fabricated products for home and office use such as:

1. Steel furniture, such as Almirahs, Filing cabinets, Bookshelves, Lockers and more
2. Storage bins and racks
3. Inverter covers
4. Switchboard covers



Racks & Drawers

Almirah

Locker



Computer Rack



Inverter Covers



Switchboard Cover



Bookshelves



Storage Instructions

Tata Steelium Super has a protective coating of Rust-Preventive oil (1000-1500 mg/m²/side). Additionally, the following measures need to be taken for better rust prevention in sheets:



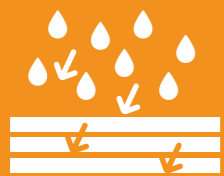
Storage Indoors in dry, well ventilated conditions



Use supplied HDPE & LDPE to cover unused sheets



Do not leave uncovered sheets in the open



Ensure that storage area is not prone to water accumulation

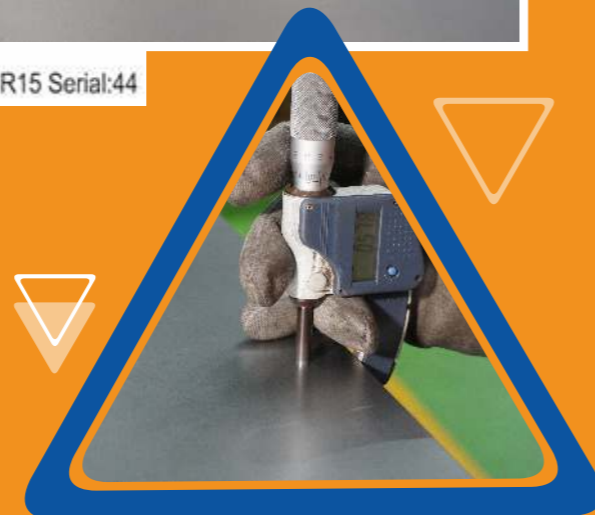


Ensure that the sheets are stored over saddles or wooden blocks placed properly to avoid toppling of sheets



In case of storage outdoors, erect simple scaffolding with loose fitting tarpaulin or waterproof sheets to allow air circulation

Product Identification



Technical Specifications

Chemical Properties

Specification	IS513(part1):2016 CR1	IS513(part1):2016 CR1	IS513(part1):2016 CR2
TDC	SR15	SR16	SR17
C (%)	0.12 Max	0.08 Max	0.08 Max
Mn (%)	0.25-0.60	0.15-0.25	0.15-0.25
S (%)	0.050 Max	0.050 Max	0.050 Max
P (%)	0.040 Max	0.040 Max	0.040 Max
Si (%)	0.060 Max	0.060 Max	0.060 Max
Al (%)	NA	NA	NA
N (%)	90 PPM Max	90 PPM Max	90 PPM Max
CE (%)	-	-	-

Mechanical Properties

Specification	IS513(part1):2016 CR1	IS513(part1):2016 CR1	IS513(part1):2016 CR2
TDC	SR15	SR16	SR17
Hardness (HRB)	55-65	50-60	55 Max
Roughness (μ)	0.70-1.60	0.70-1.60	0.8 - 1.6

SKU Basket/ Product Offerings

Specification	TDC	Thickness (mm)	Width (mm)
IS513(part1):2016 CR1	SR15	0.50-2.50	900-1320
IS513(part1):2016 CR1	SR16	0.25-0.45	900-1250
IS513(part1):2016 CR2	SR17	0.40-2.50	900-1320

Dimensional Tolerance

Width (mm)	0.00-2.00	
Length (mm)	0.00-2.00	
Diagonal Difference (mm)	0.00-2.00	
Gross Packaging Weight (Mt)	3.00 Max	
Thickness (μ)	SR15/SR16	SR17
0.25mm ≤ - < 0.80mm	40 Max	-
0.80mm ≤ - < 1.50mm	50 Max	-
1.50mm ≤ - < 2.50mm	60 Max	-
0.40mm ≤ - < 1.00mm	-	40 Max
1.00mm ≤ - < 1.50mm	-	50 Max
1.50mm ≤ - < 2.00mm	-	60 Max
2.00mm ≤ - < 2.50mm	-	80 Max

Our Pan-India Reach



Sales Office

North Zone

Delhi

Tata Steel Limited
15th Floor, Hindustan Times Building, New Delhi 110 001
Phone: 011-66248500

Tata Steel BSL Limited
Ground Floor, Plot 1&2, Mira Corporate Suites, Mathura Road
New Delhi, India

Ghaziabad

Tata Steel Limited
Plot No. 1227-1229, GT Road, Lalkuan, Ghaziabad 201 001
Phone: 0120-2866780

Faridabad

Tata Steel Limited
2nd Floor, Business Centre 33-B NIT, Faridabad 121001
Phone: 0129-4098321

Chandigarh

Tata Steel Limited
SCO -16, 1st Floor, Sector 26, Madhya Marg, Chandigarh 160 019
Phone: 0172-2791047/2790932

Kanpur

Tata Steel Limited
16/97, Navroz Building, The Mall, Kanpur 208 001
Phone: 0512-2316605

Ludhiana

Tata Steel Limited
C/44-47, Phase II, near Majestic Auto,
Punjab, Ludhiana 141 010, Phone: 0161-5022805

Jaipur

Tata Steel Limited
D -34, Subhash Marg, Near Agrasen, Circle, Jaipur 302 001
Phone: 0141-2225244

East Zone

Kolkata

Tata Steel Limited
43, Jawaharlal Nehru Road, Kolkata 700 071
Phone: 033-22821778/22281348

Tata Steel BSL Limited
Jasmine Towers, 31, Shakespeare Sarani Road,
Mullick Bazar, Park Street, West Bengal, Kolkata - 700017

Bhubaneswar

Tata Steel Limited
Marketing & Sales, 2 - B, Fortune Tower, Chandrasekharpur
Odisha, Bhubaneswar 751023, Phone: 0674-6651007

Jamshedpur

Tata Steel Limited
Opposite Chummary Guest House
B Road East, Northern town, Bistupur, Jamshedpur 831001
Phone: 0657-6500511

Guwahati

Tata Steel Limited
Guwahati Sales Office
4th floor, Subham Velocity, Honuram Boro Path, Opp. Wallford
G S Road, Guwahati 781005, Phone: 0361-2130959

Patna

Tata Steel Limited
4th Floor, Orchid Mall, Opposite AN College, Boring Road
Patna 800 001, Phone: 0612-2570094.95/96

West Zone

Mumbai

Tata Steel Limited
3rd Floor, One Forbes 1, Dr V B Gandhi Marg
Fort Mumbai 400001, Phone: 022 67494600

Ahmedabad

Tata Steel Limited
2nd Floor, Premchand House Annexe, P.O. Box No. 4096,
Ashram Road, Old High Court Way Ahmedabad 380 009
Phone: 798012306

Indore

Tata Steel Limited
3rd Floor, NRK Business Park, Block B -1, PU-4,
Scheme No. 54 Vijay Nagar Square, A B Road Indore 452010, MP
Phone: 0731-6450688/691

Nagpur

Tata Steel Limited
Museum Road, Civil Lines Nagpur 440 001
Phone: 0712-2520170/2533209

Pune

Tata Steel Limited
Office Nos. 6 & 7, Second floor Wing B,
Great Eastern Plaza (Bajaj Allianz Building)
Airport Road, Pune 411001, Phone: 020 66407580

Raipur

Tata Steel Limited
Office No-539, 5th Floor Magneto Office, Raipur 492001

Khopoli

Tata Steel BSL Limited
At- I Po-Khalapur, Via- Savroli, Dist- Raigad 410203
Maharashtra, India

South Zone

Chennai

Tata Steel Limited
8th Floor, Chettinad Sigapi Achi Building
18/3 - Rukmini Lakshmi Pathy Road (Behind Air India Office)
Egmore, Chennai 600 008, Phone: 044-66960024

Tata Steel BSL Limited
(Formerly known as BHUSHAN STEEL LIMITED)
No.190, Unit-1, 3rd Floor, Mount Chambers, Anna Salai
Chennai - 600 002, Tamil Nadu, India

Bengaluru

Tata Steel Limited
A Wing, 2nd Floor, Jubilee Building, 45, Museum Road,
Bengaluru 560 025, Phone: 080-66950001

Hyderabad

Tata Steel Limited
6th Floor, Gummidelli Towers 1-10-39 to 44,
Begumpet Airport Road, Hyderabad, Telangana 500016
Phone: 040-67040300

Tata Steel BSL Limited
305, Purni Plaza, Khairatabad, Hyderabad - 500004
Telangana, India

Kochi

Tata Steel Limited
Santha Nivas, Door No. 41/3393, Manaikkapadi Lane,
PRA No. 52, Padivattom Edappally (Post), Kochi - 682 024

Coimbatore

Tata Steel Limited
No:6, New Damunagar, Pulaikulam, Coimbatore-641036

