

DURASHINE® from Tata BlueScope Steel declared as India's Most Trusted Brand: Second time in a row



DURASHINE® was accorded with "India's Most Trusted Brand" award, consecutively second time in a row under Colour Coated Steel Sheets category, for the year 2017. This award is an outcome of a research based on consumer survey conducted by IBC Info Media in collaboration with MRG, implemented pan India. DURASHINE® the flagship retail brand, under Tata BlueScope Steel that supplies and manufactures colour coated steel sheet products and solutions; has showcased highest standards of Product Integrity and Brand Development. The Brand has completed more than ten glorious years of

Outperformance since its inception in the year 2007.

On receiving the award, Mr. Vikas Pundir Chief - Sales (Coated Steel) & CQH said, "It is evident that DURASHINE® brand has been well accepted and differentiated. This is plausible from DURASHINE®'s YOY growth and its' sustained premium over its competition, even under challenging market scenario. A comprehensive range of products available through a wide network of distributors across India, DURASHINE® truly delivers excellence through customer centricity and this award is a testimony of our brand leadership!"

Durashine® Steel is a perfect solution for SME and retail markets, especially for applications like go-downs, resorts, porches, colleges etc. offering products such as roof and wall sheets, tile, liner and longline crimp.

In the past, DURASHINE® has been recognised as India's Most Trusted Brand and India's No.1 Brand in the category – Best Colour Coated Steel Sheets; by International Brand Consulting Corporation, USA consecutively for two years (2016 & 2017) apart from being nominated as winner for Asia's Most Promising Brand for 2013-14 by KPMG India. ■