



THE SHAPE OF THINGS TO COME

India's infrastructure growth over the last two decades has been phenomenal. The journey has just begun and still has a long way to go. Airports, sports complexes and stadiums, metro and railway infrastructure have been modernised and developed to propel the growth journey of the country. Tata Structura, the construction brand of Tata Steel has played a vital role in the journey by enabling the dreams of the architects and engineers turn into reality. Ever since inception, Tata Structura has been part of many landmark structures by adding wings to architectural imagination. It has encouraged architects and designers to be innovative and challenge themselves to transform the construction landscape of the country. In turn, it has found the motivation to be bolder, experimental and creative as it inspires to build today and shape the tomorrows for generations to come.

**Market**

In a country that is taking leaps towards development, creating a remarkable and robust infrastructure is a necessity. The beyond-belief designs made by architects and designers make it a compulsion for the component providers to think out of the box and create breakthrough products. Tata Structura, as a brand, has emerged to be a market player for its tenacity in product development. Today, it caters to two types of markets – Infrastructure & Project segment, as well as the Individual House Builder (IHB) segment. Its products have manifested the company's commitment to excellence and has successfully emerged as the structural product of choice across the globe. With a market share of 38%\*, Tata Structura is the market leader in the B2B space. Tata Structura has now become a generic name for Tube Hollow sections in the industry. It is extensively used in the construction of world-class airports, metro and railway stations, IT and industrial parks, shopping malls, sports arenas, and more.

After transforming the infra space, Tata Structura set its eyes to transform the IHB space and has grown ten times in the last seven years. Also, it has emerged as a value leader in the B2C space by commanding close to 20%\* premium over competitor brands at the consumer level.

**Achievements**

Owing to its record of excellence, Tata Structura has built many prestigious projects. Some of the milestone projects include the Indira Gandhi Stadium Complex, Delhi; Chhatrapati Shivaji Maharaj International Airport T2 Complex, Mumbai; Amritsar Airport, Punjab; Integrated Terminal Complex, Chandigarh; Royal Thimpu College, Bhutan; ESIC Hospital, Alwar, Rajasthan; BOSCH Skywalk, Bengaluru; Indoor Stadium, Peddem, Goa, and many such architectural wonders.

Its undefeated quality and performance led it to receive many awards over the years – these include the Global Marketing Excellence Award in the Iron & Steel Industry by CMO Global, twice winner of India's Most Trusted Brand Award by International Brand Consulting Corporation (IBC) and The Best Company of the Year Award by



and unorganised segment. The launch of Galvanized Structura in 2014, met the highly diversified demands for precision and adaptability of the construction market. In 2015, it commenced value-added programmes to benefit its channel partners – Bandhan – a loyalty programme meant for its dealers and Sitare – positioned to train, assist, engage and reward the community of fabricators.

Meanwhile, Tata Structura's product range began expanding to meet the demands and needs of modern construction. Black Tubes was introduced which had excellent material distribution and high strength to weight ratio and Hot-Dip galvanization

of the galvanized variety offered the benefit of high corrosion resistance. The focus on quality and customer needs made Tata Structura a cost-effective, economically viable product, offering the flexibility and versatility required for aesthetic creations.

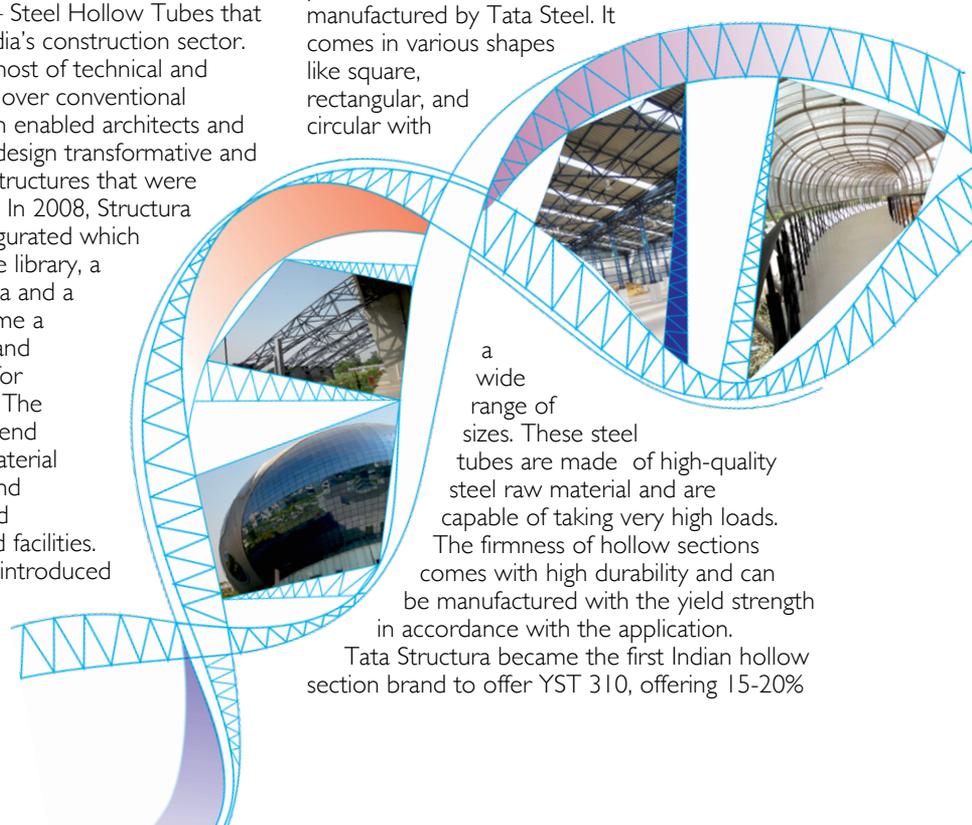
**History**

The saga of Tata Structura commenced fifteen years ago, in 2005 with the arrival of a breakthrough product – Steel Hollow Tubes that shaped the future of India's construction sector. This product offered a host of technical and commercial advantages over conventional sections. This innovation enabled architects and structural engineers to design transformative and aesthetically appealing structures that were not possible in the past. In 2008, Structura Design Studio was inaugurated which comprised of a resource library, a design cell, a display area and a conference hall. It became a destination for designs and engineering repository for structural professionals. The studio provides end-to-end design solutions, raw material procurement facilities and fabrication, erection, and installation solutions and facilities.

In 2013, Tubes SBU, introduced Tata Structura to the Indian retail market that gave a backbone to a highly fragmented

**Product**

Tata Structura has poised itself in the market as a premium brand of hollow steel tubes manufactured by Tata Steel. It comes in various shapes like square, rectangular, and circular with



a wide range of sizes. These steel tubes are made of high-quality steel raw material and are capable of taking very high loads. The firmness of hollow sections comes with high durability and can be manufactured with the yield strength in accordance with the application.

Tata Structura became the first Indian hollow section brand to offer YST 310, offering 15-20%

\*Source : Internal estimates

savings on steel consumption when the industry was using YST 240 grade. Tata Structura invariably understands the emerging consumer needs and yet again, introduced YST 355 grade which resulted in 20% savings for the customer.

Tata Structura has recently forayed into retail space under the initiative Tata Structura World, providing consumers with 360-degree solutions right from the design to the fabrication stage. Adding to the product portfolio as well as catering to the changing consumer demands, Tata Structura has started manufacturing GP/GI tubes as well. The flexibility of Tata Structura Hollow sections allows architects to build shopping malls, atriums, airports and other large structures. The ease of fabrication, coupled with a high strength to weight ratio makes it ideal for contractors who need to build durable, sturdy, and long-lasting structures. For home builders, durability, strength, and ease of bending are some features which make it their first choice. Its products are ideal in the construction of fences, railings and furniture, amongst other uses.

## Recent Developments

The concentric durability of the products has become the basis of stability, vital to critical structures. Tata Structura's R&D division is continuously striving to introduce better products and services to customers. Tata Structura is the first brand to offer YST 355 grade, a global benchmark in hollow sections for construction. In addition to hollow sections, Tubes SBU also manufactures H&I sections under the Tata Structura brand umbrella catering to various large-scale projects. Tata Steel BSL offers new opportunities for market creation in larger diameter and higher strength tubes, which will be a significant differentiator and revolutionise design and construction for tomorrow.

To cater to the branded retail segment, which comprises four lakh IHBs in a year, it has added a new

product – Tata Structura Z+ to its product line. It is a brand of high-quality galvanized steel tubes for structural applications with a galvanized coating thickness of 360 GSM of pure Zinc. This product is ideal for making long-lasting structures, especially in a corrosive environment such as coastal and high rainfall regions which have high moisture and saline content in the air.

Taking the next step in consumer centricity, a range of new products – designer motifs, railing solutions and coated tubes with patented coatings have been introduced to help IHBs with their



dream homes. These products will not only enhance the beauty, but will also bring superior durability to the structure. In order to help consumers in their home building journey, Tata Steel has introduced Aashiyaana, an engagement and e-commerce portal for IHBs. Consumers can get all the information regarding the home building process and also purchase the material from this one-stop portal. Tata Steel is the first and only steel company in India to have developed its e-commerce presence in the country.

## Promotion

For the architects and engineers community, Tata Structura launched a nation-wide competition – Notions of India. This design competition enthused and galvanised them to design an 'Architectural Symbol' that would attempt to capture the 'moment' that India stands for today in the global imagination. They were

invited to create an icon of progress that reflected the India of today and where it is headed tomorrow.

This competition received a tremendous response with thousands of participants from all around the country. After the regional rounds, only twelve participants were selected for the final Technical Jury Review.

The competition saw the creation of 'The Charkha' in the heart of Mumbai city, designed by the talented architect Nuru Karim. The structure married the emblem of India's past glory with her futuristic vision, earmarking India's ambition to evolve.

Tata Structura also runs the one-of-a-kind engagement programme – Sitare for the fabricator community, who are the key influencers in the Tube market. As they are the true brand ambassadors, it engages with them throughout the year. Over 10,000 fabricators are enrolled with Tata Structura.

Apart from this, Tata Structura has multifaced its promotion strategy that seeks to educate its consumers and dealers about the significance and upselling points of its products. One such campaign is the #TrustedSupport 360-degree

campaign across India to create awareness about the brand, its applications, and to position it as the trusted option for any structural support requirements amongst the consumers. Through its various campaigns, Tata Structura highlights the merits of its products, making possible the various colossal structures.

## Brand Values

Behind the genesis of Tata Structura is a progressive vision and an unwavering

commitment to its customers to provide trusted products and solutions, making the brand synonymous with Trusted Support for its consumers. It stands for providing support to various architectural wonders like airports, stadiums, rail projects as well as supporting the dream homes for millions of home builders in applications like roofing, fencing, gates, grills etc. Tata Structura not only provides durability and strength but also enhances the aesthetics of the structure.

Over the years Tata Structura has become the most trustworthy and preferred brand for Tubes Hollow sections.

## Things you didn't know about TATA STRUCTURA

- \* Tata Structura is the trusted support for airport construction in India – nine out of ten airports use Tata Structura. The main reason is the ease of shaping and maneuvering which provides flexibility for these modern architectural marvels
- \* Tata Structura Steel Hollow sections have shaped most Metro Rail projects in the country
- \* Tata Structura has been used for landmark stadiums in the country such as Eden Garden and Salt Lake Stadium in Kolkata, and the Commonwealth Games Stadium in Delhi
- \* Tata Structura has been used for making the support structure of the Statue of Unity of Sardar Vallabh Bhai Patel, which stands at over 600 feet and is the tallest statue in the world
- \* Tata Structura has helped over 21 lakh Individual House Builders (IHB) in building their dream homes
- \* Tata Structura is the first tube brand to develop a structured retail channel to reach out to its consumers
- \* Tata Structura has received Green Pro certification, the only tube maker in India to receive this distinction, recognising that Tata Structura is a sustainable product for the future
- \* Tata Structura is the only tube brand with e-commerce presence for its consumers

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