



# TATA RYERSON LIMITED

(100%)

Sized steel at your doorstep

Page 1 of 1

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Express News Service

**Kolkata, August 31:** Real estate promoters and even persons getting their own houses built will soon be able to buy their entire requirement of steel rods and rings precision cut or bent to their requirements and delivered to their doorstep.

While this will eliminate the time wasted by labour at construction sites in building the "cages" that form the basis of concrete pillars and roofs, it will also save a lot on labour costs and ensure quality.

Tata Ryerson Ltd, a 50:50 venture between Tata Steel and Ryerson Tull of the US, has set up a "rebar" facility in Faridabad to feed the housing boom in the national capital region.

Mr Sandipan Chakraborty, Tata Ryerson's managing director, said that the country's first fully-automated rebar processing facility can bend and twist torsion steel bars or ribbed bars into lengths and shapes sought by builders. "In another five years, even the average housebuilder can go to our website and order his requirements," Mr Chakraborty said. "Builders will be able to save considerably on labour costs and time."

However, it has no plans to set up a similar unit in Kolkata, because of the comparatively smaller demand.

The company, set up in 1997, has been thriving by processing and cutting sheets of steel into specific requirements of user industries such as manufacturers of automobiles, trucks and even white goods. Mr Chakraborty said the company has become an irreplaceable bridge between steelmakers like Tata Iron & Steel Co and Steel Authority of India Ltd (SAIL) and user industries.