

Deepika, Sep 16, 2014

## **ISC's UltraShine XL Sheet launched in Kerala**

**Cochin (Kochi):** Indian Steel Corporation Ltd. (ISC), which is a joint venture between Ruchi Group, the prominent business conglomerate in India, and Mitsui & Co. Ltd. of Japan, has introduced their newly launched UltraShine XL sheets into the Kerala market.

This is the first 4 feet wide colour coated sheet in India. Mr. R. K. Lodhi, Vice President Sales & Marketing, said that ISC approaches their customers with the most novel products. The sheets are designed to perfect overlap, so as to achieve maximum waterproofing. He mentioned that these sheets, which are available in various colours and shades, can be used for cladding and roofing solution at airports, stadiums, industrial units, houses etc.

This company has 400 dealers, 1400 sub dealers, and 32 stockist points across India. Mr. Deepak Sharma, GM Sales and Marketing and Mr. S. Srinivasa Rao, Regional Manager Sales & Marketing, also took part in the press conference.