

Malayala Manorama, Sep 13, 2014

UltraShine XL Sheet launched

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

Mr. R. K Lodhi, Vice President Marketing, said that this company which manufactures Cold Rolled steel, Galvanised and Colour coated steel sheets and Coils is introducing 4-foot wide colour coated profile sheets for the first time in the country. The product has been manufactured with the capacity to avoid leaks, and to withstand wind-speed of up to 180 kmph. He pointed out that in Kerala, where quality is preferred, ISC's branded sheets are very much favoured.

The company has been established in Bhimasar in Gujarat and has an annual growth rate of 25%. This company, which has a very visible presence in the motor vehicle and home appliance manufacture field, does export its products to more than 40 countries.

Products from this company are available under the brand names of ULTRATUF, TADKA, COOL and MAKKHAN.