

Metro Vartha, Sep 13, 2014

UltraShine XL Sheet launched

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 new UltraShine XL sheets in the Kerala market. This is the first colour coated sheet of its kind in India, having 4-foot width. ISC is a prominent manufacturer of Cold Rolled, Galvanised and Colour-coated steel sheets, Coils etc. Mr R K Lodhi, Vice President Marketing, ISCL, said that ISC brings the most modern products to the customers.

He also said that their products maintain international quality. The new product has been produced in such a manner as to get the maximum waterproofing by means of overlapping. This can withstand wind of speed up to 180 kmph.

Since its inception in 2005, ISC has maintained an annual growth rate of 25%. Moreover, it has spread its presence to around more than 40 nations in Europe, America, Middle East and Africa. The company's network consists of 400 dealers and 1400 sub dealers. The company has 32 stock points across India. Mr Deepak Sharma, General Manager Sales and Marketing and Mr S. Srinivasa Rao, Regional Sales & Marketing Manager also participated in the press conference.