


<p><b>Nagpur Steel Limited</b></p> <p><b>Nagpur</b></p>	
<p><b>Case Synopsis</b></p> <p>Nagpur Steel manufactures 5 and 6 ridges corrugated colored profile sheets from HR and CR coil made by Jindal. These sheets are used in PEB, roofing, cladding and other applications.</p> <p>They have an existing channel of distribution in MP and Chattisgarh but their channel in Vidarbha is not performing very well. Their offtake in Nagpur is also a cause for concern.</p> <p>Besides they expressed a desire to sell brand “Colorpro” rather than the commodity called steel.</p>	
<p><b>Key Deliverables</b></p> <ol style="list-style-type: none"> <li>1. Total data collection of channel partners in Central India. (11 districts)</li> <li>2. Market survey of Nagpur market in terms of secondary and tertiary sales</li> <li>3. Business opportunity meets of applicators and structural consultants / architects</li> <li>4. CEO mentoring and coaching</li> </ol>	
<p><b>Footprint</b></p> <p>Central India, MP, Chattisgarh</p>	